



## Press Release

June 13, 2018

Management training in Digital Business

### Henkel expands cooperation with ESCP Europe

Düsseldorf – For multiple years now Henkel and ESCP Europe have been successfully working together – from participating at the Recruitment Days in France and Germany to Henkel managers being a guest lecturer on campus. Henkel and ESCP Europe are expanding their cooperation in management training. Henkel's open innovation platform Henkel<sup>x</sup> as well as the training and further education provided by ESCP Europe in the field of digital business, provide the central point of connection in the new cooperation. As an industrial partner, Henkel will also be involved in the conception of the "Strategy and Digital Business" master program.

"This initiative is especially important to me! In order to shape the future of Henkel and stimulate the industry, we aim to listen to ideas from the new generation of entrepreneurs and founders and to actively work together with them. I've been working as a guest lecturer in Entrepreneurship & Behavioural Economics at ESCP Europe since 2015 and look forward to further develop our collaboration with the new master program", said Dr Rahmyn Kress, Chief Digital Officer at Henkel.

"We are targeting the leaders of tomorrow with our master program. Thanks to our partners, we can teach our students important skills relevant to the world of work of the future in a practical manner", said Professor Andreas Kaplan, Rector at ESCP Europe Berlin.

## **First-hand digital transformation**

Within the context of the cooperation with ESCP Europe, Henkel wants to deepen the existing exchange with qualified employees and managerial leaders of tomorrow. The field of digitalization is one of the company's strategic priorities and hence of great importance. The new innovation platform Henkel<sup>x</sup> was set up by Dr Rahmyn Kress in order to accelerate digital transformation within the group – and it is one central point of connection for the expanded partnership with ESCP Europe. As part of an elective course on “Organizational Behaviour & Change”, Kress will present their experiences of digital transformation in the field of Fast Moving Consumer Good (FMCG) as well as in the industrial goods sector, amongst other things. Henkel will also lead the hackathon, the central component of the MSc in Strategy and Digital Business.

In addition, stronger cooperation in the u-school leadership program is planned. Aspiring leaders learn the necessary expertise and are provided with a safe environment to try out and implement innovative ideas for corporate practice. They not only have the opportunity to familiarize themselves with the latest management tools, but can also benefit from coaching by experienced entrepreneurs and intrapreneurs. Dr Rahmyn Kress has been working as a mentor in this field for several years.

## **About the MSc in Strategy and Digital Business**

Prospective students can apply for the new master program until the end of August. They must have a Bachelor's degree in a subject related to economics or science. The program is scheduled to take six trimesters and can be completed at the ESCP Europe locations in Berlin and Paris. In addition to topics such as digital economy and innovation, the curriculum also includes a Mandarin language course and several seminars focusing on trade with China.

You can find more information, contact details and a link to the online application for the MSc in Strategy and Digital Business here: [www.escpeurope.de/msdb](http://www.escpeurope.de/msdb).

### **About ESCP Europe**

ESCP Europe is the world's oldest business school (founded in 1819). With its multi-campus model, in existence since 1973 and located in Berlin, London, Madrid, Paris, Turin and Warsaw, it promotes and is a prime example of active European spirit. Today, ESCP Europe has around 4,600 students and 5,000 executives from more than 100 nations at its six European locations. ESCP Europe Berlin is a state-approved academic institution and the first university in Germany to be accredited by all three significant international accreditation agencies – AACSB, AMBA und EFMD (EQUIS). It belongs to the one per cent of all business schools in the world which have gained "Triple Crown" status. Further information on ESCP Europe Business School Berlin is available at: [www.escpeurope.eu/de](http://www.escpeurope.eu/de)

### **About Henkel**

Henkel operates globally with a well-balanced and diversified portfolio. The company holds leading positions with its three business units in both industrial and consumer businesses thanks to strong brands, innovations and technologies. Henkel Adhesive Technologies is the global leader in the adhesives market – across all industry segments worldwide. In its Laundry & Home Care and Beauty Care businesses, Henkel holds leading positions in many markets and categories around the world. Founded in 1876, Henkel looks back on more than 140 years of success. In 2017, Henkel reported sales of 20 billion euros and adjusted operating profit of around 3.5 billion euros. Combined sales of the respective top brands of the three business units – Loctite, Schwarzkopf and Persil – amounted to 6.4 billion euros. Henkel employs more than 53,000 people globally – a passionate and highly diverse team, united by a strong company culture, a common purpose to create sustainable value, and shared values. As a recognized leader in sustainability, Henkel holds top positions in many international indices and rankings. Henkel's preferred shares are listed in the German stock index DAX. For more information, please visit [www.henkel.com](http://www.henkel.com).

**Photo material is available at [www.henkel.com/press](http://www.henkel.com/press)**

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