

Nancy, 10 April 2026

Appointment

ICN Business School welcomes Pascale SAMSON as Director of Bachelor and IBBA Programmes

Pascale SAMSON joined ICN Business School as Director of Bachelor and IBBA Programmes on 7 April 2026. With over twenty years of experience in programme direction and campus management at leading French management schools, she will work to strengthen the quality and profile of the school's undergraduate programmes.



"Kindness towards oneself, kindness towards others": this is the guiding principle of Pascale SAMSON, who joins ICN having served as Director of the Grande École programme and Masters of Science at Institut Mines-Télécom Business School since 2023. Prior to that, she spent fifteen years at ESSCA, where she led Bachelor programmes both in France and internationally.

Her career is also marked by a strong international outlook: she has held the roles of Executive Assistant to the Director General and Director of International Relations at ESIEA, Project Manager in international technical cooperation at Groupe AFNOR, and Consultant at the OECD within the Directorate for Education, Employment and Social Affairs. Holding a *Diplôme d'Études Approfondies* (DEA) from Université Paris VIII in cultures and societies in Central and Eastern European countries, the new Director of Bachelor and IBBA Programmes combines academic rigour with strategic vision. Her global perspective will be a major asset for ICN Business School's international strategy, and in particular the development of its IBBA programme, launched in autumn 2025.

ABOUT ICN BUSINESS SCHOOL:

Founded in 1905, ICN Business School is a state-recognised private higher education institution. It awards a degree conferring Bachelor's level for its Bac+3 programmes (Bachelor in Management) and Master's level for its Grande École programme, Bac+5. Triple-accredited AACSB, AMBA and EQUIS, and a member of CDEFM within the Conférence des Grandes Écoles, ICN Business School trains students and executives to develop innovation through creativity within organisations. The school offers an #ArtTechnologyManagement pedagogy across its 3 campuses.

The ICN community is guided by three core values: openness, commitment and team spirit. ICN Business School also comprises:

- 3,300 students, including 38% international students;
- 88 permanent faculty members and 8 affiliated faculty;
- 3 campuses: Nancy, Paris La Défense, and Berlin (Germany);
- More than 140 partner universities worldwide;
- 30 student associations;
- 150 corporate partners;
- More than 24,000 graduates.

Contact presse

Margot Moinard

Margot.moinard@icn-artem.com – 06 35 43 43 44

COMMUNIQUÉ DE PRESSE