



Yvon MOYSAN

Master in Business Administration, Marketing

Lecturer, Marketing

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EDUCATION

2015 Master in Business Administration, Marketing, Harvard University, USA

2010 MSc, ESSEC Business School, France

RESEARCH INTERESTS

Marketing

EMPLOYMENT EXPERIENCE

ACADEMIC:

2014 - Present Digital Marketing Lecturer, IÉSEG School of Management, France

PROFESSIONAL:

2008 - 2009 Multichannel Distribution Director, GIE AXA, Paris, France

2004 - 2008 e Business Senior Manager, HSBC France, Paris, France

2000 - 2003 e Business Product Manager, BNP Paribas, Paris, France

CONSULTING EXPERIENCE

2014 CEO, Saint Germain Consulting, France

2011 - 2014 Manager Consultant, Csa consulting, France

COURSES TAUGHT

- Digital - omni-channel sales, Hope program
- Digital banking & fintech, Msc in investment banking and capital markets
- Digital marketing, Grande école
- Digital marketing strategy, Msc in digital marketing and crm
- Direct & e-mail marketing, Msc in digital marketing and crm

- E-crm, Msc in digital marketing and crm
- Experiential marketing, Grande ecole
- Gestion de la relation client 1, Grande ecole
- Gestion de la relation client 2 - direct marketing, Grande ecole
- Innovation through social media, Msc in digital marketing and crm
- Multi-channel strategy, Msc in digital marketing and crm
- Omni-channel distribution, Grande ecole
- Omnichannel marketing strategy, Grande ecole
- Social media, communication and the digital firm, Executive mba

INTELLECTUAL CONTRIBUTIONS

Papers in refereed journals

Published

Moysan Y., (2018), China, the world's biggest FinTech market, *Journal of Digital Banking*, 2(3, Winter 2018), pp. 1-10

Moysan Y., ZEITOUN J., (2018), Chatbots as a lever to redefine customer experience in banking, *Journal of Digital Banking*, 3, pp. 1-8

Moysan Y., Paparoidamis N., (2016), Can beacons be a source of inspiration for banks to increase sales and improve customer experience?, *Journal of Digital Banking*, 1, pp. 1-9

Papers in non-refereed journals

Published

Moysan Y., (2019), Intelligence Artificielle: Les apports concrets pour l'intelligence marketing, *Survey Magazine*, T2 2019, pp. 48-50

Moysan Y., INN P., (2019), agence bancaire de demain : quelle place pour l'humain ?, *Revue Banque*, 827(JANVIER 2019), pp. 90-92

Moysan Y., (2018), FinTechs et plates-formes bancaires: faut-il copier la Chine?, *Revue Banque*, 817(Fevrier 2018), pp. 65-69

Moysan Y., (2018), Open Banking vers des banques plates-formes ou en kit, *Banque & Stratégie*, 372(Sep), pp. 30

Moysan Y., (2017), Big Data et porte à porte: la nouvelle manière de faire de la politique?, *Survey Magazine*, T2 2017, pp. 40-43

Moysan Y., (2017), Robots et intelligence artificielle investissent la banque privée et la banque de détail, *Revue Banque*, 803-804(January 2017), pp. 124-128

Moysan Y., (2017), Social selling: les réseaux sociaux pour dépasser ses objectifs commerciaux, *Revue Banque*, 812, pp. 73-76

Moysan Y., Zarour A., (2017), Les chatbots, nouveau levier de digitalisation de la relation client, *Revue Banque*, 813(November 2017), pp. 66-70

Paparoidamis N., Moysan Y., (2017), Digital, Data et Contenu transforment le métier, *Survey Magazine*, T2 2017(Avril), pp. 27-29

Moysan Y., (2016), Big Data: des opportunités sur l'ensemble de la chaîne de valeur, *Revue Banque*, (800), pp. 62-66

Moysan Y., Paparoidamis N., (2016), Le beacon au service des réseaux bancaires ?, *Revue Banque*, 796, pp. 74-77

Moysan Y., (2015), Des ventes d'assurance finalisées en ligne marginales, *Courtage News*, pp. 56-57

Moysan Y., (2014), Les objets connectés dans le secteur bancaire: révolution ou simple évolution?, *Revue Banque*, 776

Moysan Y., Maymo V., (2012), Levier humain et nouvelles technologies: deux facteurs de succès , *Revue Banque*, 754

Moysan Y., (2011), Banques américaines et réseaux sociaux: une relation privilégiée avec la communauté, *Banque & Stratégie*

Communications in refereed conferences

International

Moysan Y., (2015), *Banking on wearables: how does it differ compare to mobile banking?* EFMA Distribution Summit, Barcelona, Spain

Moysan Y., (2015), *How wearables can both improve customer experience in branches and enhance network sales effectiveness?* EFMA Distribution Summit, Barcelona, Spain

Moysan Y., (2013), *Customer centricity across the digital landscape: Models and best in class examples* Customer Week - EFMA, Paris, France

Other conference and seminar presentations

International

Moysan Y., (2019), *Datas Robots neurosciences dans les hotels la formation est elle prete* VIVATECH, PARIS, France

Moysan Y., (2018), *Conseils financiers et assistances numériques. In Banque 2018, l'innovation numérique dans la banque.* In Banque 2018, paris, France

Moysan Y., (2017), *Chine, Inde... Focus sur les marchés en croissance* IN Banque 2017, Paris, France

Moysan Y., (2016), *Objets connectés, Big Data & Intelligence artificielle: le magasin du futur* Changellenge Academy, Moscow, Russia

Moysan Y., (2016), *Objets connectés, Big Data & Intelligence artificielle: le magasin du futur* Changellenge, Moscou, Russia

Moysan Y., (2015), *360° Perspective - A critical assessment of the mobile payment sphere: Who's going to lead the payment revolution?* Mobile Shopping Europe, Londres, United Kingdom

Moysan Y., (2015), *Exploring the future for wearable technology in retail* e tail france 2015, Versailles, France

Moysan Y., (2015), *How wearable tech could change insurance and banking industries in the near future?* dialogkonferansen 2015, Strömstad, Sweden

Moysan Y., (2015), *Will Mobile Payments Future be on your wrist?* EFMA Mobile Banking Advisory Council, Paris, France

Moysan Y., (2011), *Vers le zéro papier: quelles étapes à respecter ?* Hit Paris, Paris, France

National

Moysan Y., (2016), *La révolution numérique à l'étranger: un tremplin pour l'assurance française* Hub t day insurance, Paris, France

Moysan Y., (2016), *Les agences commerciales revisitées.* In Banque 2016, Paris, France

Moysan Y., (2016), *Webinar Nouveaux Modèles Numériques dans la Banque* Webinar Nouveaux Modèles Numériques dans la Banque, Paris, France

Moysan Y., (2015), *La donnée au coeur de la transformation des entreprises* Comment les nouvelles données vont transformer les entreprises, Paris, France

Moysan Y., (2015), *Le digital en 2020: quelles perspectives dans le secteur Bancassurance?* IÉSEG, Paris, France

Moysan Y., (2015), *Objets connectés : panorama international des initiatives bancaires* IN BANQUE 2015, Paris, France

Moysan Y., (2015), *Objets connectés: appropriation, expérience et plateformes* IESEG School of Management, Paris, France

Moysan Y., (2015), *Panorama international sur les initiatives Digitales dans le secteur de l'assurance* La transformation Digitale pour l'Assurance, Paris, France

Moysan Y., (2013), *Relation client : études de cas USAA / MetLife US et orientations* Forum Benchmark Group. Assurances et mutuelles sur Internet, Paris, France

Moysan Y., (2012), *Devenir une banque relationnelle de référence : pourquoi et comment ?* Forum Benchmark Group. Banques sur Internet 2012, le digital au cœur des nouvelles stratégies Client, Paris, France

Moysan Y., (2012), *M-payment : les critères de choix de l'opérateur financier* Salon online mobile, Paris, France

Moysan Y., (2011), *Evolution des réseaux sociaux dans la banque (US et France), et place dans la distribution multicanal* Salon e-commerce, Paris, France

Moysan Y., (2011), *Mesure de la performance. L'expérience de L'Hôpital d'Ottawa* FORMATIC, Paris, France

Moysan Y., (2008), *Dynamiser sa communication sur Internet* Forum Benchmark Group. Marketing B to B sur Internet, Paris, France

Moysan Y., (2006), *Banques sur Internet en 2006: bilan, perspectives et nouveaux défis* Forum Benchmark Group. Banques et Internet, Paris, France

Books

Published

Scibetta F., Moysan Y., Dosquet E., Dosquet F., (2018), *L'Internet des objets et la data. L'intelligence artificielle comme rupture stratégique*, 9782100772377, Dunod, Paris, 200 pages

Moysan Y., Grynbaum L., (2015), *e assurance / m assurance*, 978-2-35474-214-0, L'Argus de l'assurance, Paris

Chapters in books

Published

Moysan Y., (2018), *Is the Future of WealthTech Already in China?*, in: Susanne Chishti(Eds.), *The WealthTech Book: The FinTech Handbook for Investors, Entrepreneurs and Finance Visionaries*, 9781119444510, John Wiley & Sons, Chichester

Moysan Y., Gambey J. L., (2016), *Les objets connectés*, in: Broché(Eds.), *Ces personnalités qui fabriquent l'assurance de demain!*, 2322115363, Broché, Paris, chapter III, pp. 80-85

Research reports

Moysan Y., (2016), *Se différencier à l'ère du numérique: quels nouveaux services pertinents pour les banques ?*, Elcimai, 7 pages

Other research

Published

2016: Moysan Y. - "Focus: les objets connectés & les datas" - , Broché, Paris

SCIENTIFIC PRIZES AND AWARDS

Award

2016 Digital Innovation education Award in Insurance, Pedagogical innovation category, Insurance University, France

Honor

2018 The WEALTHTECH , Warwick Business School, United Kingdom

PROFESSIONAL MEMBERSHIPS

- 2019 Membre du Jury Start Up Garden Institut Mines Telecom, France
- 2018 Membre du Jury du Start Up Week End organisé par l Institut Mines Télécom
- 2018 Expert in Digital at Gerson Lehrman Group - GLG
- 2018 Artificial Intelligence Expert at Finance Innovation

PROFESSIONAL SERVICE

Presentation in a seminar

- 2018 Launch of the weath tech book

INSTITUTIONAL SERVICE

Committee Chair

- 2017 Member of the Caisse d Epargne Hauts de France Digital Banking and Entrepreneurship Chair, IÉSEG School of Management, France
- 2015 Credit Agricole Nord de France / IESEG Digital Banking and Big Data Chair member

Contribution to an international academic partnership

- 2018 Creation of a Partnership with VivaTech, IESEG School of Management, France
- 2018 Partnership with Epitech - Hackathon 04/10, IESEG School of Management, France

Co-Organizer of a workshop

- 2018 Organization of a conference with HSBC on cybersecurity, IÉSEG School of Management, France

Extensive contribution to a corporate partnership

- 2018 - 2020 Partnership with French Government - Senat - Territoires d industrie /French Fab, IESEG School of Management, France
- 2018 Pitch of students in front of Executive comitee of Butagaz, IESEG School of Management, France
- 2018 Case study with start up blooweels, IÉSEG School of Management, France
- 2018 Case study with Printemps, IÉSEG School of Management, France
- 2018 Case study with Fintech, IÉSEG School of Management, France
- 2018 Case study with photomaton - Photomaton of the future, IÉSEG School of Management, France
- 2018 Case study with Butagaz, IÉSEG School of Management, France
- 2017 G9+, IÉSEG School of Management, France
- 2017 Case study with Undiz, IÉSEG School of Management, France

- 2017** Participation to the Amazon Challenge for DMI Master degree students, IÉSEG School of Management, France
- 2017** IESEG Summer University 2017, IÉSEG School of Management, France
- 2017** Creation of a webinar for MEFAC executive education program, IÉSEG School of Management, France
- 2017** Creation & animation of e business course for Boulanger, IÉSEG School of Management, France
- IBM Watson presentation and Microsoft research Director, IÉSEG School of Management, France

Extensive media communication

- 2018** Launch of a collaboration with La Revue du Digital, IÉSEG School of Management, France

Head of a recruitment jury (orals)

- 2017** IESEG Oral, IÉSEG School of Management, France

Participation in the development of an academic program

- 2017 - 2018** Partnership with the best coding bootcamp Le Wagon, IÉSEG School of Management, France
- 2016** Creation of a new course Fintech & Digital Banking, IÉSEG School of Management, France