



**Yvon MOYSAN**

**Master in Business Administration, Marketing**

**Senior Professor of Practice, Marketing**

**Academic Director**

[y.moysan@ieseg.fr](mailto:y.moysan@ieseg.fr)

## **EDUCATION**

**2015** Master in Business Administration, Marketing, Harvard Business School, USA

**2010** MSc, ESSEC Business School, France

## **RESEARCH INTERESTS**

Marketing

## **EMPLOYMENT EXPERIENCE**

### **ACADEMIC:**

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

### **PROFESSIONAL:**

**2020 - Present** Partner, Hussar Academy, France

**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**

**2020** Partner, Hussar Consulting, France

**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**

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### **Papers in refereed journals**

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#### **Published**

Moysan Y., (2021), OK Google, what is the future of voice in banking?, *Journal of Digital Banking*, 6.1(May 2021), pp. 1-6

Moysan Y., (2019), Open Banking towards platform and modular banking, *Journal of Digital Banking*, 4(2), pp. 1-13

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**

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#### **Published**

Moysan Y., Silva A., (2021), Les créatures artificielles Spoon, nouvelle étape de la transformation digitale, *Revue Banque*, 851 - 852(Janv 2021), pp. 126-128

Moysan Y., (2020), Le vocal dans la banque et l'assurance, état des lieux et perspectives, *Revue Banque*, 845(Juin 2020), pp. 60-62

Moysan Y., (2020), Payer avec son mobile, une expérience client fluide et enrichie, *Revue Banque*, July(846), pp. 53-55

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**

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### **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**

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### **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**

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### **Published**

Moysan Y., (2020), *La révolution des assistants vocaux*, 9782100805716, Dunod, Paris

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**

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### **Published**

Moysan Y., (2020), *Showcase and Customer Service: Leveraging Chatbots in the Banking Industry*, in: wiley(Eds.), *The AI Book: The Artificial Intelligence Handbook for Investors, Entrepreneurs and FinTech Visionaries*, 978-1-119-55192-8, Wiley, Hoboken, NJ, chapter 2, pp. 49

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**

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

## **Other research**

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### **Published**

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

## **SCIENTIFIC PRIZES AND AWARDS**

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### **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**

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**2020** EdTech France - Club des CDO

**2020** Harvard Club Of France

**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**

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### **Presentation in a seminar**

**2021** Digital Transformation at Webikeo

- **2018** Launch of the weath tech book

## **INSTITUTIONAL SERVICE**

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### **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**

**2021** How can your creative ideas become a business?, Externado University, Colombia

- 2020** Co organization of a Webinar with ESPM in Brazil, ESPM, Brazil
- 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**

- 2021** Organization of a roundtable on the future of automotive, IÉSEG School of Management, France
- 2020** Co Organization of a conference on the future of the education with French Ministry of Education, IÉSEG School of Management, France
- 2018** Organization of a conference with HSBC on cybersecurity, IÉSEG School of Management, France

**Extensive contribution to a corporate partnership**

- 2020** Partnership with Avanade \_ Course & Certificate, IÉSEG School of Management, France
- 2020** Development of a case study with air france, IÉSEG School of Management, France
- 2019 - 2020** IBM Europe - Cyber Truck C TOC avec HSBC, IÉSEG School of Management, France
- 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**

- 2019** Création de comptes Instagram et Linked in Master DMI, IÉSEG School of Management, France
- 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

### **Head of a school project**

**2019** Certification des diplomes IESEG sur la blockchain, IÉSEG School of Management, France

### **Participation in the development of an academic program**

**2021** Creation of a No code course, IÉSEG School of Management, France

**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