



ESSEC Business School partners with Pearson to launch online Executive Master in Digital Transformation

Cergy/London, 11 December 2018: ESSEC Business School, one of the world's leading international business schools, and Pearson, the digital learning company, have partnered to develop and deliver new online executive programs for managers.

In an ever more competitive professional environment, managerial practices are constantly changing. New and complex developments in big data, Blockchain and AI require totally new and evolving knowledge and an ever-evolving skill set. The leaders of tomorrow will need to be able to anticipate the changes and adapt quickly. True to its tradition of innovation and its pioneering spirit, ESSEC Business School, in partnership with Pearson, will offer a 100% online executive certificate that provides the depth of focus future managers need.

The first of seven executive certificates - which combined will provide candidates with an **ESSEC Executive Master in Digital Transformation** - will be launched starting in Spring 2019. The first online certificate, Big Data and Artificial Intelligence for Business, will allow participants to tailor their learning to meet their individual managerial ambitions and interests. As the course is 100% online, participants will exchange knowledge, ideas and experience with peers from around the world.

Rod Bristow, Head of Core markets at Pearson, said: "The future of work is not humans vs. machines, but humans working more effectively *with* machines. This partnership will create an education experience enabling learners to develop high-level skills to succeed in the workplace of tomorrow. We're proud to partner with ESSEC to create this ambitious study program."

According to Thomas Jeanjean, Dean of Post-Experience Programs at ESSEC, "*New and complex developments in big data, Blockchain and AI require totally new and evolving knowledge and skillsets. Those who shape the future will be those who maintain bleeding-edge skills and insights – they'll be the ones who can spot opportunities and act on them. This is what our partnership with Pearson will deliver.*"

ESSEC is one of Europe's leading business schools. It is known in the industry for the quality and vision of its courses, with its Master in Management ranking in the world's top five by the Financial Times (2018).

Pearson is an online degree market leader in the US, the UK and Australia, with more than 40 partnerships worldwide. This fast-growing part of Pearson has seen double-digit growth in recent years.

Under the partnership, online course content, virtual teaching and tutoring, and other student services will continue to be provided by the university's leading academics. Pearson will provide research consultancy; domestic and international student recruitment; and student support and retention services.



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About ESSEC Business School

ESSEC, founded in 1907, is one of the world's top management schools and holds the "triple crown" accreditation from EQUIS, AACSB and AMBA. With 5,867 students; a faculty comprised of 164 full-time professors, 19 of which are emeritus professors, in France and Singapore, recognized for both the quality and influence of their research; a wide range of management training programs; partnerships with the world's best universities; and a network of 50,000 alumni, ESSEC continues to foster a tradition of academic excellence and a spirit of openness in the fields of economics, social sciences and innovation. In 2005, ESSEC opened a campus in Asia. ESSEC's operations in Asia Pacific, strategically located in Singapore, present the perfect foothold for ESSEC to be part of the vibrant growth of Asia and to bring its expertise to the expanding region. Additionally, in 2017 ESSEC opened a new campus in Rabat, Morocco. ESSEC's international expansion allows students and professors to study and understand the economic forces at work in the different regions of the world. For any additional information, please visit www.essec.edu or www.essec.edu/asia.

About Pearson

Pearson is the world's learning company with expertise in educational content and assessment, and a range of teaching and learning services powered by technology. Our mission is to help people make progress through access to better learning. We believe that learning opens up opportunities, creating fulfilling careers and better lives. For more, visit www.pearson.com and follow us on Twitter @Pearson.