



Press Release  
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## Barbara Stöttinger Joins HEC Paris as Dean of Executive Education

*After almost ten years at the head of Vienna University of Economics and Business's (WU) Executive Academy, Barbara Stöttinger has been appointed as HEC Paris' new Dean of Executive Education. She brings with her over 25 years of experience in executive education, which she will put to good use in the school's ExEd programs and initiatives. She takes over from Anne-Valérie Corboz, who will continue to teach leadership at HEC Paris.*

Barbara Stöttinger is driven by a profound passion for executive education, which is reflected throughout her career. Among the reasons why she joins HEC Paris is the school's emphasis on key strategic areas such as artificial intelligence, sustainability, entrepreneurship and innovation, which align with her own development priorities.

Her goal is to further bridge the gap between academic knowledge and business application, making a real impact in the corporate world. She will be committed to shaping the future of executive education, while promoting collaborations across Europe and beyond.

She will also be fully dedicated to advancing the key strategic pillars of Executive Education at HEC Paris, notably through its continued international expansion and the enhancement of the offer around IA, sustainability and innovation.

With over 25 years of experience in academia and academic management, Barbara Stöttinger most notably served as Dean of WU Vienna's Executive Academy. In this role, she oversaw a diverse portfolio of post-experience education, including EMBA, LLM, specialized master's programs, and the Executive Education division. She played a pivotal role in expanding the institution's executive education programs.

Barbara holds a PhD and has held visiting professorships, as well as research and teaching collaborations with various universities such as University of Minnesota, Carlson School of Management, or the University of Victoria, Canada. She has extensive experience as an (executive) educator in Marketing and International Marketing in North America, Europe and Asia for which she also received several outstanding teaching awards. Her research interests focus on international marketing topics in the B2B sphere (global pricing in SMEs), as well as in international B2C contexts, (e.g., international consumer behavior of counterfeit products).



### **About HEC Paris Business School**

Founded in 1881, HEC Paris is a leading European Business School. Its ambition is to positively impact both businesses and society thanks to its three-pronged approach "Think, Teach, Act" and thus to contribute to a more inclusive, sustainable and prosperous world.

With 167 research professors from all around the world producing and teaching unique knowledge to more than 4,500 students from 135 different countries, the HEC Paris campus serves as a real laboratory for innovation and exchange which is open to the world's diversity and challenges.

Inspired by its 5 core values -Excellence, Curiosity, Entrepreneurial spirit, Diversity and Responsibility- HEC Paris offers a complete range of training courses for the leaders of tomorrow: Bachelor, the Pre-Experience Program, specialized masters, MSc, the Summer School, the MBA, the Executive MBA, the TRIUM Global Executive MBA, the PhD, as well as a wide variety of programs targeted to leaders and managers.

### **Press contact**

Julie Dobiecki - +33 6 37 39 62 99 – [dobiecki@hec.fr](mailto:dobiecki@hec.fr)

Elise Moyou – +33 6 98 15 01 82 – [moyou@hec.fr](mailto:moyou@hec.fr)