

## Herbert Castéran appointed Director of Institut Mines-Telecom Business School

**Bruno Le Maire, Minister for the Economy, Finance and Industrial and Digital Sovereignty, by a [ruling dated July 27, 2023](#), has appointed Herbert Castéran as Director of Institut Mines-Telecom Business School, effective November 1, 2023, for a five-year term.**

### From entrepreneurship to higher education



After 11 years at the head of a company, having founded Stat'Adour, a marketing and datamining consultancy, in 1995, Herbert Castéran turned to the teaching and research sector in 2006. Within the ESC Pau group, he taught marketing and quantitative techniques before joining the public school EM Strasbourg Business School in 2010, where, in addition to his teaching and research duties, he was also an administrator. In particular, he

founded and directed the Master's degree in Tourism Management. In 2016 he was elected as Dean of the school, then re-elected for a second term by the Board of Directors. He oversaw the development of the 2017-2021 and 2022-2026 strategic plans, and helped to raise the school's profile by increasing student numbers and obtaining or renewing accreditations and certifications: EQUIS, AACSB, EFMD accredited, AMBA, Master's, Bachelor's, Qualicert, Label Diversité. In 2022, he took over the management of IDRAC Business School.

Herbert Castéran is now 53. He holds a degree from Sciences Po Toulouse (1991) and a DESS in Economics and Statistics (1992) from the University of Toulouse 1. He holds a PhD in Management Sciences, which he obtained in 2010 (Université Toulouse 1 Capitole). He has written numerous international and French publications, as well as impact studies for higher education establishments and companies.

His expertise in business schools will be invaluable as he takes on the management of Institut Mines-Telecom Business school. His mission is to implement the school's strategic plan, adopted in June 2023 while ensuring the link with the overall strategy of Institut Mines-Telecom and its future Objectives and Performance Contract (2023-2027).

He will be a member of the College of Directors at Institut Mines-Telecom, the School's governing body, and sits on its Board of Directors.

Herbert Castéran: *“Institut Mines-Telecom Business School has a strong, unique identity based on its close relationship with leading engineering schools and its commitment to inclusion. I'm proud and happy, with the help of the teams at IMT-BS, to be able to support the school's development, both in terms of research, internationalization and its ability to meet the needs of companies and regions.”*

Herbert Castéran succeeds Denis Guibard, who ran the school for 9 years.

À propos de l'Institut Mines-Télécom [www.imt.fr](http://www.imt.fr)

Institut Mines-Telecom is the leading public group of French engineering and management schools to be placed under the supervisory authority of the Ministry of the Economy, Finances and Industrial and Digital Sovereignty. It is a public research and higher education institution made up of eight public graduate schools: IMT Atlantique, IMT Mines Albi, IMT Mines Alès, IMT Nord Europe, Institut Mines-Telecom Business School, Mines Saint-Étienne, Telecom Paris and Telecom SudParis as well as two subsidiary schools: EURECOM and InSIC. It leads and develops a rich ecosystem of partner schools and economic, academic and institutional partners and players in training, research and economic development. Created to meet France's needs in economic and industrial development since the 19th century, Institut MinesTelecom's graduate schools have supported all the communications and industrial revolutions. Through its research and its training of engineers, managers and PhD students, Institut Mines-Telecom tackles the major industrial, digital, energy and environmental challenges in France, Europe and around the world.

**Today, Institut Mines-Telecom and its 10 schools are imagining and building a world that combines science, technology and economic development with a respect for the planet and the people who live on it. It is double Carnot certified and trains 13,300 students every year.**



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**Press Contact Institut Mines-Télécom :**

Séverine Picault

+ 33 (0) 6 27 66 05 09 / [severine.picault@imt.fr](mailto:severine.picault@imt.fr)

**About Institut Mines-Telecom Business School - [www.imt-bs.eu](http://www.imt-bs.eu)**

Institut Mines-Telecom Business School is a public school specializing in the management of innovation and digital technology, with close links to engineering schools. It trains innovative and responsible managers and entrepreneurs who are open to the world and who will guide organizations through the digital, energy and ecological, economic and industrial transitions that will be at the heart of tomorrow's society. Drawing on the relevance of its research and educational programs, its support to innovation and entrepreneurship, its proximity to companies and its strong links with the local community, Institut Mines-Telecom Business School strives for excellence in order to contribute to national and local economic development and to create value for all its stakeholders. IMT-BS shares its campus with the engineering school Télécom SudParis, also a member of the IMT. IMT-BS welcomes 1,500 students, is annually ranked among the best French and European business schools, and is AACSB and AMBA accredited.

**Press Contact Institut Mines-Telecom Business School**

Cécile Briant-Mémin

+33 (0)7 50 15 87 04/[Cecile.briant-memin@imt-bs.eu](mailto:Cecile.briant-memin@imt-bs.eu)