

**Point of View: The return on investment is more than just moving up in my career.**

*Testimonial of Louis de MAILLARD, who chose the International MBA at RMS after an intense career as a Senior Business Controller at CHANEL.*



“Before joining the 1-year full-time IMBA, I had worked in various interesting domains in the Luxury Business (sales forecasts, business control in the export market).

I was intent on widening my Management and Marketing skills and eager to inject new dynamism into my career. In addition, I was attracted by the international dimension of the programme, the academic quality of the speakers, the prestigious triple accreditation of EQUIS, AMBA and AACSB, and the dynamism of the RMS Network of 23,000 alumni.

The IMBA also offered me the possibility of “customizing” my profile. Thanks to the many electives offered, I could opt for a specialization in Marketing and Management of the Luxury Industry that aptly merged with my career interests.

During the many ‘group work’ sessions, ‘confidence’, ‘sharing’, ‘initiative’, and ‘creativity’ were the key words that held us together to meet the demands of the programme and enabled us to progress together to achieve our vision of the “global” company.

The Business Plan, the capstone project of the programme, united me with classmates from Japan, China, and Hong-Kong and allowed me to work on the creation of a subsidiary company for the distribution of ‘top of the range’ wine & spirits for the Asian market.

Lastly, I was part of a team of 10 IMBA participants that organized an International Conference on ‘Sustainable Development’ with European and Indian speakers.

Other than the academic and business skills, I also learned how to think as an entrepreneur, improved my leadership capabilities and now possess the capacity to broaden my prospects in dynamic and complex environments.

Today I take part in "RMS Network" Events which is a key asset to develop my professional network.

Furthermore, as IMBA Ambassador, it's truly a pleasure for me to share my experience with future candidates during "MBA Fairs" or "Open Days" at RMS.

*“It is not because the things are difficult that we do not dare. It is because we do not dare that they remain difficult” [Sénèque]*

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