



HEC Paris in Qatar hosts Master Class in Strategic Thinking for Competitive Advantage

Doha, Qatar – September 18, 2016: HEC Paris, one of the world's top three providers of Executive Education programs, will be holding a Master Class for individuals who are considering joining its highly acclaimed Specialized Master in Strategic Business Unit Management. The Master Class will be led by Professor Daniel Simonovich on 20 September, at HEC Paris' Doha campus.

Titled "Strategic Thinking for Competitive Advantage", the master class will take place at Tornado Tower and will provide participants with a conceptual framework for positioning their business strategically and deriving initiatives that will set it apart. This master class, conducted in an interactive format similar to those used throughout the Specialized Master Degree, will give participants a taste of how the program can enhance their careers. The next intake starts in November 2016 with a limited number of places remaining.

During the master class, Prof. Simonovich will conduct a short exercise applied to participants' own organizational context that will allow them to deepen their understanding of strategies and help to communicate about the very important topic of strategy in a highly effective way.

"Professor Simonovich brings unparalleled experience from the business world. Participants will gain a level of knowledge and insight that will help them drive their business forward as well as develop their own understanding and career potential," Dr. Laoucine Kerbache, Dean & CEO, HEC Paris in Qatar, said.

Prof. Simonovich currently serves as the academic director of the International Institute for Strategic Leadership and teaches strategy and information systems at HEC Paris.

Prof. Simonovich will also be hosting an Alumni Breakfast for invited guests and HEC Paris in Qatar's growing base of influential Alumni. The morning event will focus on the theme of "adapting strategy and operations to turbulent times" and provide participants with clues for the right timing of focus changes,

the structural and infrastructural changes required during the focus transitions, as well as cross-functional coordination and leadership challenges.

Interested participants can register for the Master Class by contacting the HEC Paris Admissions Office by email on info@hec-q.qf.org.qa or telephone +974 4454 0161.

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Notes to Editors

HEC Paris

Specializing in management education and research, HEC Paris offers a complete and unique range of educational programs for the leaders of tomorrow: Masters programs, Summer School, MBA, PhD, Executive MBA, TRIUM Global Executive MBA, open-enrolment and custom executive education programs.

Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

In 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By 2011, HEC Paris launched Qatar's first international EMBA. The HEC Executive MBA (EMBA) is a part-time program that provides executives with a set of fundamental skills to expand their knowledge and leadership capabilities. In addition to the EMBA, HEC Paris provides in Qatar a Specialized Master's Degree in Strategic Business Unit Management. The institution also offers non-degree management programs for executives, in the form of open enrolment programs as well as custom-designed programs for individual companies. It has also recently introduced bespoke executive management programs for Family Owned Businesses (FOB) that are designed to meet the specific and individual needs of each client and are aimed at key decision makers, from Board level to middle management. The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. Accordingly, HEC Paris has opened a Research Office that has resulted in a number of case studies and innovative articles being published in renowned academic journals and presented at international conferences. HEC Paris is one of the world's top 3 providers of Executive Education programs for the last 7 years. <http://www.exed.hec.edu/hec-qatar>

Qatar Foundation

Qatar Foundation for Education, Science and Community Development is a private, non-profit organization that serves the people of Qatar by supporting and operating programs in three core mission areas: education, science and research, and community development. The Foundation strives to nurture the future leaders of Qatar. By example and by sharing its experience, the Foundation also contributes to human development nationally, regionally, and internationally. In all of its activities, the Foundation promotes a culture of excellence in Qatar and furthers its role in supporting an innovative and open society that aspires to develop sustainable human capacity, social, and economic prosperity for a knowledge-based economy. <http://www.qf.org.qa/>