

Elise Masurel

Managing Director École Ducasse

Elise was appointed Managing Director of École Ducasse in September 2019. She joined the institution – part of Sommet Education – from the Klépierre Group where she was Head of Marketing, Digitalisation and Innovation for Europe for nearly four years.

Holding a Masters' degree in Marketing from University of Paris-Dauphine, Elise has built her industry experience by working with some of the world's biggest brands: Kraft Foods France, Danone International Brands and Louis Vuitton.

In 2006, she joined Club Med as Head of Recruitment Strategies in France. From 2008 to 2010, Elise served as Club Med's Marketing Director for France, overseeing the marketing strategy of Club Med offers and their deployment in France. She then held the position of Marketing and Development Director of New Markets Europe and Africa from 2010 to 2015 where she oversaw the renovation of the Villages portfolio and supported the upscale and international development of the group.

Her hospitality sector experience, customer journey and digital expertise combined with her international environment knowledge are enabling École Ducasse to achieve its full potential.

