



Press Release
Paris, April 16th, 2026

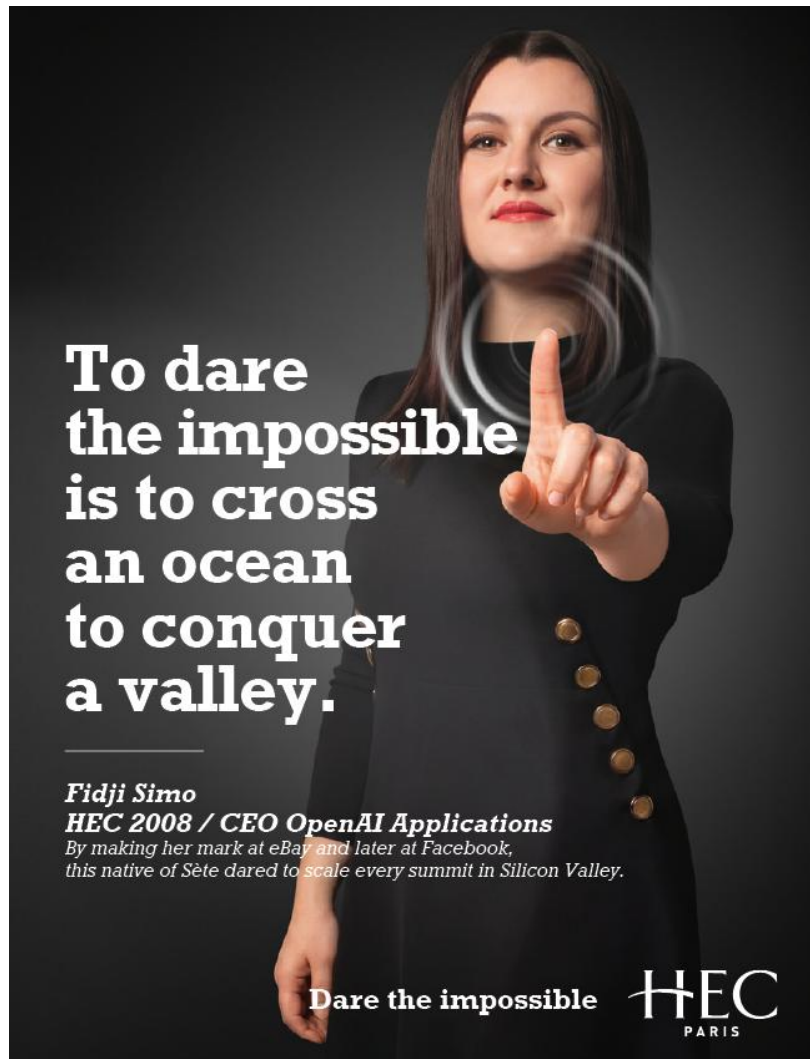
HEC's new brand tagline is an invitation to “Dare the impossible”

Following the transformation of its “Campus of the Future” and the launch of its “New Responsibilities” roadmap last November, HEC Paris is taking a bold new step with “Dare the Impossible”, its communication campaign that will also constitute its new brand tagline, a call to boldness and excellence.

This brand positioning is the result of over two years of reflection on HEC Paris's DNA and specificity, carried out with French advertising agency BETC under the direction of its founder Mercedes Erra, one of the school's long-standing partners. Building on the School's historic motto “*Learn to dare*”, the new tagline also transcends it. While the pursuit of excellence remains central to HEC Paris, the school now also champions innovation, exploration, and the ability to push beyond one's limits.

HEC Paris also stands out for its deeply multidisciplinary approach that opens up new possibilities in a rapidly changing world. As challenges grow more complex — from AI to climate transition and geopolitical shifts — linear career paths are no longer enough, and the capacity to reinvent oneself is now essential.

Seven prominent figures from the HEC community have been chosen to embody “Dare the impossible”: four alumni who have reinvented business models, including Open AI's CEO of AGI Deployment Fidji Simo, and three professors recognized for their trailblazing research. They will soon be joined by other role models to reflect the international and interdisciplinary impact of the HEC community.



Among them:

- **Fidji Simo**, a leading figure in U.S. tech, heads AGI Deployment at OpenAI while actively supporting medical research.
- **Stanislas Niox-Chateau**, founder of Doctolib, has transformed healthcare access across Europe.
- **Clarisse Crémer**, a two-time Vendée Globe finisher, embodies resilience and determination.
- **A'Salfo**, lead singer of Magic System, uses his platform to promote equal opportunities in Africa.

The campaign also highlights faculty members whose work drives impact:

- **Christophe Pérignon**, Dean of Research, is advancing fairer financial systems through innovative algorithmic research.
- **Marieke Huysentruyt**, Professor of Strategy and Director of the Sustainability & Organizations Institute, explores business models that place people at their core.

- **François Gemenne**, Professor of Economics and climate expert, builds bridges between environmental and economic challenges.



Through this multi-faceted campaign, HEC Paris aims to celebrate unusual careers and committed figures while underscoring its firm belief in the central role of knowledge, research, and a diverse and united community in addressing today's most pressing challenges.

As Eloiç Peyrache, Dean of HEC Paris, explains: “*With ‘Dare the Impossible’, we give tangible form to our New Responsibilities roadmap. The campaign highlights the greatest strength of HEC Paris: professors and alumni who choose to commit and take action in order to meet the greatest challenges of our time, in every domain, fueled by an entrepreneurial mindset that is deeply embedded in the School’s identity. I would also like to warmly thank BETC for its pivotal role in creating this campaign, the audacity of which fully reflects the ambitions we uphold.*”

To download the campaign’s photos, please click [here](#).

About HEC Paris:

Founded in 1881 by the Paris Chamber of Commerce, HEC Paris is a leading European business school with the ambition to make a positive impact on both business and society. Its mission is driven by a unique “Think, Teach, Act” approach, aimed at fostering a more inclusive, sustainable, and prosperous world.

With 167 research professors from around the globe, HEC Paris produces and shares cutting-edge knowledge with over 5,000 students from more than 130 countries. Its campus serves as a true laboratory of innovation and dialogue, fully engaged with the world’s diversity and global challenges.

Guided by its five founding values — Excellence, Curiosity, Entrepreneurial Spirit, Diversity, and Responsibility — HEC Paris offers a comprehensive portfolio of programs designed for tomorrow’s leaders: Bachelor’s, Grande École, Specialized Masters, MSc, Summer School, MBA, Executive MBA, TRIUM Global Executive MBA, PhD, and a wide range of executive education programs for managers and senior leaders.

Press contact:

Julie Dobiecki, Head of media relations, HEC Paris – dobiecki@hec.fr

Elise Moyou, Press Officer, HEC Paris – moyou@hec.fr