



Association des Amis des Grandes Écoles de France- AAGEF

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In association with the French-American Chamber of Commerce in New York

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## “Executive Wellness: Optimizing energy, focus and well-being in demanding times”

A Breakfast Panel Discussion with:

**Elisa Niemtzw**, owner Taste Generation ([www.tastegeneration.com](http://www.tastegeneration.com)) and certified Health Counselor

**Nicolas Ronco**, owner Yelo ([www.yelonyc.com](http://www.yelonyc.com))

**Nicolas Serres Cousiné**, Life Coach, ([www.monlifecoach.com](http://www.monlifecoach.com))

**Joyce Davis**, Caudalie Vinothérapie® Spa Director ([www.caudalie.com](http://www.caudalie.com))

**Moderated by Ingrid Skjong**, Deputy Director Gotham and Hamptons

VINOTHÉRAPIE® SPA  
BY  
**CAUDALIE**  
PARIS  
AT THE PLAZA

One West 58<sup>th</sup> Street, 4<sup>th</sup> Floor

New York, NY 10019

Wednesday, March 25<sup>th</sup> 2008

8:00 am – 9:30am

**Please register prior to the event:** <http://aagefwellness.eventbrite.com>

**A very limited number is available for this event, please register by March 20<sup>th</sup>**

**Contribution: \$50 per person**

## **ELISA NIEMTZOW**

**Owner, Certified Health Counselor**

**Taste Generation**

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**A Board Certified Health Counselor** with ten years of experience in management consulting as well as fashion and beauty, Elisa brings extensive expertise to Taste Generation. She is devoted to helping individuals and organizations cultivate well-being.

Most recently, Elisa managed multi-million dollar accounts for Chanel in New York City. Earlier in her career, Elisa worked with Ernst & Young and Accenture as an auditor and management consultant in Paris.

Elisa holds an MBA in Luxury Goods Marketing & Management from Sup de Luxe in Paris. As an undergraduate, she received her Bachelor of Arts Magna Cum Laude from the University of Pennsylvania before completing her Master's in International Relations from Paris' prestigious Institut d'Etudes Politiques.

Elisa acquired her accreditation in Holistic Health at The Institute for Integrative Nutrition. There, she had the privilege of studying with leading practitioners in natural health, such as Dr. Andrew Weil, Deepak Chopra and Oprah's Dr. Oz.

## NICOLAS RONCO

### Founder and CEO

#### Yelo

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**Nicolas Ronco is the Founder and CEO of Yelo.** His experience in the business and corporate world led him to consider the unmet needs of corporate “warriors” in major urban centers. During multiple business trips to Asia, Nicolas noted that long working hours, stress and pressure were better tolerated by those accustomed to taking quick recharging breaks during the day. Yelo was born when Nicolas realized that corporations and their employees in the West, as well as exhausted urbanites, would benefit from being able to renew their energy during the day, allowing them to return to work truly balanced and more productive.

Nicolas decided to combine his business and marketing acumen with a lifelong passion for healthy living by creating a network of wellness centers specifically aimed at providing relevant and effective treatments and services.

Nicolas has over 15 years of experience in direct marketing, online marketing, sales and business development in the entertainment, publishing and music software industries.

Until recently, Nicolas was Vice President of Business Development and International Sales and Marketing for MakeMusic! Inc. During his tenure at this leading and publicly-traded (NASDAQ: MMUS) music software company, Nicolas successfully launched the SmartMusic product line of music learning software. SmartMusic’s revenue has grown five times since its inception in 2001.

From 1999 to 2001, Nicolas served as Vice President of Online Marketing and Regional Vice President for Trader Classifieds Media, a \$450 million publicly- traded company on the French Stock Exchange. During his tenure at Trader, his responsibilities included overseeing online advertising, and e-commerce development in 18 countries.

Prior to joining Trader Classifieds Media, Nicolas spent nine years with Time Warner direct marketing divisions in New York. Nicolas had P&L responsibility over the CD and video product lines and he managed direct marketing promotions to a customer database of 35 million active members and 120 million customers and prospects.

He has traveled extensively in his quest to learn how different cultures fight stress, fatigue and exhaustion. He experienced reflexology and sleep therapy in Japan and performed volunteer work at an ashram in India, where he realized the importance of quiet centeredness and pervasive calm. This diversity of influences inspired the creation of Yelo.

Nicolas holds a Bachelor of Science in Management from the University of Paris, Dauphine; and an MBA from the City University of New York.

## JOYCE DAVIS

### General Project Manager

#### Caudalie Vinothérapie® Spa

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**As General Project Manager**, Joyce Davis will be overseeing all operations at the new Caudalie Vinothérapie Spa at the newly-renovated Plaza in New York City. With a mission to uphold the standards and credibility of the famed grape polyphenol treatments offered at Caudalie spas in France, Italy, and Spain, Davis brings her expertise in management, functionality, and high-end retail to the task.

“If you haven’t experienced prestige retail, you can’t bring that to what is essentially a luxury environment,” says Davis, “because the same principles apply. You have to know how to maximize square feet to bring in revenue, but do it in a way that is attractive and appealing to a sophisticated clientele.” One of Davis’ first initiatives for the new Caudalie Spa was to turn a non-productive lounge area into a wine lounge, leveraging the heritage of the brand into a profit center. Here, guests may enjoy a sampling of wines and small savouries to compliment each wine, personally selected by Caudalie founders Mathilde and Bertrand Thomas, participate in wine tastings, and enjoy light fare for lunch. “It’s like bringing the vineyard to the spa,” she says.

Davis trained at spas in Germany and France, learning the operational dynamics of European spa administration. Most recently Director, Spa & Retail Stores for Estée Lauder, she supervised a staff of 100, upgrading treatment and services, directing all merchandising strategies at the store level, and structuring a new compensation structure for spa therapists. She also oversaw redesign of 2 spas, purchased all spa equipment and vendor merchandise, and worked on collateral materials, spa brochures, direct mail programs, and national/local advertising.

Prior to that, Davis was Retail Development Manager and Beauty Services Manager for Elizabeth Arden, the only luxe spa in New York at the time, and provided consultant services for several spas. She also spent five years as Director of Retail Stores for Judith Ripka, a fine designer jewelry retailer, where she directed a national six-store operation, and succeeded in increasing revenues while decreasing operating costs by 20%.

For Davis, the most rewarding aspect of the spa business is the gratification of customer service. “Things tend to fall apart on a daily basis,” she says, “but if your client isn’t aware of it, that’s the mark of a successfully run spa.” Creating a serene and welcoming experience for all guests, including corporate clients and men, is top of mind. She considers the Caudalie Vinothérapie Spa at The Plaza beautifully handsome and modern, a spa of ultimate prestige. Just the kind of place where she can best work her magic.

## NICOLAS SERRES COUSINE

### French Life Coach in New York City

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**Nicolas Serres Cousiné is an Associate Certified Life Coach**, trained at New York University and accredited by the International Coach Federation. The ICF is the world's largest non-profit coaching organization and exists to build, support and preserve the integrity of the profession. Nicolas is a member of the American Association of French Speaking Health Professionals.

Born and raised in Paris, Nicolas graduated has a degree in Marketing and Advertising. After spending four years as an account director for advertising sales at M6, the French television network, he took a six-month leave of absence in New York and never left. He fell in love with the city, its exciting people and its freedom.

In New York, Nicolas started his own business and became a successful agent for fashion photographers. Over the years, he realized how well he could connect with the people he was involved with at work. He could intuitively "read and feel" these young, talented artists, design a strategy for them to be successful and help them reach their goals and realize their potential by producing amazing work. His photographers shot for the most famous icons of 1990's fashion such as Calvin Klein, Gap and Harper's Bazaar. Working as an agent for 15 years made Nicolas a mentor, a guide, a coach.

Nicolas is now in the second phase of his life. He has been a life coach for four years. "It is thrilling to be able to use the same skills that made me so successful now for the benefit of men and women, specifically by making them feel better about themselves, their work, and about their relationships," he says, "I am not a problem solver, a teacher, an adviser, an instructor or even an expert. I am a sounding board, a facilitator, a counselor, an awareness raiser. I am helping you to learn rather than teaching you."

Over the years, Nicolas has developed a clientele mainly, but not exclusively, composed of French people living in the United States. It includes top bankers, physicians, busy entrepreneurs, lawyers, artists, socialites, people from different backgrounds but with one thing in common: They are all willing to commit to a better, richer and deeper personal life.

## INGRID SKJONG

Deputy Director of *Gotham* and *Hamptons*

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**Ingrid Skjong** is currently deputy editor of *Gotham* and *Hamptons* magazines. She is originally from Minnesota, where she attended the University of Minnesota's School of Journalism and Mass Communication, and was associate editor of Mpls.-St. Paul Magazine before moving to New York City five years ago. She writes about fitness, food, drinks, travel, and culture for *Gotham* and *Hamptons*, as well as feature and cover stories, and has freelanced for publications such as *The New York Observer*, *Inside Triathlon*, and *Los Angeles Confidential*. She is an avid traveler and athlete, having competed in numerous races and triathlons, and this year plans to run her fifth marathon.



## Association des Amis des Grandes Écoles de France

### New York Network of Alumni Associations of French Grandes Écoles

Grandes Ecoles are the French equivalent to Ivy League universities. Over a thousand alumni from French Grandes Ecoles work in the New York area and play an active role in the economic life of New York, either in French organizations located on the East Coast or in large US firms. In June 2003, the fourteen major alumni associations of French Grandes Ecoles (Centrale Lyon, Centrale Paris, ESCP-EAP Paris, ENA, ESSEC, HEC, HECJF, EM Lyon, Mines, Polytechnique, Ponts, Science-Po Paris, INSEAD and ENSTA\*) decided to act together through Association des Amis des Grandes Ecoles de France. In 2005, EDHEC and Supelec joined the club, followed by ENSAE and Supaéro in 2007.

Several initiatives have been launched, such as happy hours, a job search database, an Executive Club for alumni holding management positions and their US counterparts, as well as the organization of cultural and sports events.

For more information please contact Anne de Louvigny Stone, President AAGEF on (212) 284-5629.

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\* Member until 2005