

**Jean-Marc Liduena**  
Président, Circle Strategy



Jean-Marc Liduena is CEO of Circle Strategy, a strategy consulting firm within the Square Management group. With 30 years' experience in consulting and general management, he brings his expertise to CEOs and Boards across a broad range of services e.g. strategy, sustainability, growth, transformation and leadership counselling.

Before joining Circle Strategy in 2023, Jean-Marc was Vice President at Unilever until 2006, then Partner in several consulting firms between 2007 and 2023 (Bain, Deloitte, KPMG).

Jean-Marc worked on decarbonation strategies for large multinationals, sustainability and climate plans for global Consumer Products and Retail companies, and social transformation for several French headquartered companies. With relentless focus and involvement on societal responsibility, Jean-Marc led KPMG Impact from 2019 to 2023, the sustainability practice supporting clients across their overall ESG transformation. He contributed to the Consumer Goods Forum report on Health and Wellness in 2018 and sponsored their global initiative Coalition for Healthier Lives since 2019, involving CEO's of 30+ consumer goods and retail multinationals.

He authored a report on sustainability in e-commerce in 2020, called The Green Deal. He is a speaker and consultant for numerous media and events on issues of strategy, corporate social responsibility, the future of consumption and philanthropy.

Jean-Marc has been President of the Collège des Bernardins Foundation since 2021, and was previously President of the INSEAD Alumni Association.

Jean-Marc holds dual French and Canadian nationality, and has lived and worked on five continents. He is married to Cécile, with whom he has four children, aged 16 to 25.

He holds an engineering degree from ESTP (Ecole Spéciale des Travaux Publics in Paris), an MBA from INSEAD, and a Certificate of Sustainable Business Strategy from Harvard.