

## **Jean – Marc Liduena**

President, Circle Strategy



Jean-Marc Liduena is the Managing Director of Circle Strategy, a division of Square Management. He brings to the service of his clients 30 years of consulting and general management experience, bringing to the leaders his expertise on the issues of growth, transformation and leadership support. Before joining Circle Strategy in 2023, Jean-Marc was Vice President at Unilever until 2006 and then Partner in several consulting firms between 2007 and 2022. Jean-Marc has chaired the Fondation du Collège des Bernardins since 2021, and was previously President of the INSEAD Alumni association.

He is a speaker or consultant for many media and events on strategy, corporate social responsibility and philanthropy issues. He is a graduate engineer of the ESTP (École Spéciale des Travaux Publics), holder of the MBA from INSEAD, and of the Certificate of Sustainable Business Strategy from Harvard.