

**INSA**

INSTITUT NATIONAL  
DES SCIENCES  
APPLIQUÉES  
LYON

INNOV@INSA



PROFILE BOOK 2018



## Marie Aumenier

**Speaker**

### French Language

After graduated in German Language, Literature and Civilization and from a Master 2 in French as a Foreign Language as well as a Master in Linguistics, Marie taught abroad and in France during several years to various audiences.

She also has interest for American Literature.

Since 2011, she has been teaching French as a Foreign Language at INSA Lyon for Erasmus and International classes' students. She was also speaker to Chinese and Japanese students from SJTU, EPEI and Elytschools programs for an initiation to the French language and culture.



## Youakim Badr

**Scientific advisor of the INNOV@INSA Program and Speaker**

### Connected Devices Track

Youakim Badr is Associate Professor of Computer Science at INSA-Lyon since 2004. He teaches in many subjects including Project Management, Advanced Databases, Big Data Analytics, cyber-security and Internet of Things. His research interests lie in designing and implementing secured

Internet of Things enabled services.

Dr. Badr contributes widely to INSA's International Relations. He has founded and led the International Master in Information Systems (2007-2010). Since 2014, Dr. Badr has led INSA's international relations initiatives with American universities and serves as the scientific coordinator of the INNOV@INSA US Summer Program.



## Mairi Beaton

**Speaker**

### Cross-Cultural Awareness Track

Graduated from a Master at University of Glasgow, she worked in Scotland teaching English to new immigrants, then worked for a design company in London and the Netherlands. Mairi teaches intercultural intelligence as an optional subject in CPE Lyon.

She also gives short courses on cultural differences to summer school students. In addition, Mairi started an intercultural group at CPE to allow foreign and French students to learn from each other's cultures. Her goal is to raise students' awareness of cultural differences and equip them with a toolbox of concepts that will allow them to study, work and socialise more effectively with people from around the world.



## Hugues Benoit-Cattin

**Speaker**

### Management and Innovation Track

Professor at INSA Lyon, Hugues Benoit-Cattin is also member of the University of Lyon. INSA Lyon Vice President in charge of Innovation, he leads the Innovation Factory project of the University of Lyon aiming at developing university innovation and entrepreneurship capability.

Previously Director of the Telecommunication Department of INSA Lyon, from which 90 students graduate each year, he teaches image and signal processing, digital communication and innovation project management.

For 20 years, he has been coordinating relations between INSA Lyon and Singaporean Universities. Member of the CREATIS CNRS/Inserm research laboratory in medical imaging, his main research activities concern image segmentation (deep learning, region growing and active surface, Mean-shift and classification) ; MRI imaging (Simulation, Correction, Molecular imaging, quantification) ; grid computing. His research publications include 4 book chapters, 24 research papers, 60 international conference publications and he is the main author of the SIMRI MRI simulation software.



## Chantal Dagnaud

**Speaker**

### Management and Innovation Track

She has set up in 2010 the INSTITUTIONS & STRATEGIES, consulting firm offering an expert support in three different fields: European and international funds, Public Affairs and Project management and International Partnerships.

For the last fifteen years, she has been working in the field of collaborative and strategic innovation, mainly with expert consulting companies. She has contributed to the generation of strategic alliances between small and medium-sized enterprises (SMEs), start-ups, large groups and research organizations as well as to the funding of successful innovation projects involving partners from four continents and various technological fields (industrial technologies, health- medtech/biotech, eco-technology, ICT, chemistry, nanotechnology, photonics...).

Chantal Dagnaud is in regular contact with national, community and international organizations supporting collaborative innovation and connected to international networks of consultancies to projects funded by the European Commission, the World Bank, the United Nations Development Programme, or else the European Bank for Reconstruction and Development.



## Manon Dumas

**Organizational Team**

Manon has always been passionate about travelling and learning about other languages and cultures. She spent the third year of her Bachelor's degree at the University of California, Los Angeles and often works as a guide for teenagers during summer trips in the UK. Whether from her studies, experiences or work, she is used to interact with foreign people.

As she finishes her Master's degree in Applied Languages to Business and Management in English and Italian, she is currently part of the International Relations Team at INSA as an intern in International Projects Management.



## Nicolas Duvernay

Speaker

### Management and Innovation Track

Entrepreneur, teacher & speaker with an extensive career in managing innovative projects & business partnerships for the automotive industry, he built startups for corporates in 2015 and managed Waoup, a french startup studio based in Lyon.

Co-founder & CEO of Impetus, he works with company leaders on two aspects : exploring new sources of value & shaping the minimum viable business.

Co-founder of Starfish Blockchain, a new Data MarketPlace aiming at developing access to Business Intelligence for SMEs, Nicolas also teaches Strategy & Entrepreneurship at INSA LYON and EPITECH.



## Marie-Pierre Favre

Organizational Team

Marie-Pierre Favre Ph.D., VP for International Relations since 2009, is fully dedicated to the international strategy of French and European HE, and its implementation at INSA Lyon, one of the leading European HEIs and the largest French School of Engineering (6000 students). She experienced 5 years abroad.

A varied professional experience, both in private sector and in HE allows her to adapt consequently in international development. Several leading positions in international offices of different HEIs provide her a solid background to manage and promote successfully internationalization. International mobility and strategy are two major components within the framework of her current position. She actively participates in several Committees and expert group meetings at the national and international level. She's been strongly involved since 2005 in the development of partnership with Japan and especially with Tohoku University.

She's a member of the International Advisory Board of Tohoku University. She was elected early this year to serve on the Global E3 Executive Committee, an international network promoting student mobility between the U.S., Europe and Asia. [www.iiie.org/programs](http://www.iiie.org/programs)



## Béatrice Frézal

Organizational Team and Speaker

### Management and Innovation Track

Béatrice Frézal is an entrepreneur, expert in pedagogy of innovation and entrepreneurship. She has 25 years of experience in strategic marketing functions within large companies such as SMEs and 10 years of experience as the founder and leader of a support company strategic for high-tech and for SMEs.

She is a part time associated professor in the entrepreneur training program [called «FEE LyonTech»] and a project manager for the implementation of this Scientific Intelligence approach on the INSA Lyon campus and internationally.



## Céline Gagnard

**Coordinator of the INNOV@INSA Program**

After a Master Degree in Chinese Language and Civilization, 2 years in China, and a Master Degree in International Business, Céline worked for 14 months as an international sales assistant. Then, she made a 6-month internship at INSA Lyon as an International Project Trainee.

Since September 2016, she is International Project Manager at INSA Lyon, where she is in charge of the short-programs and summer schools, the

International Partner Days, one of INSA's main event, and the partnerships with the US Universities.



## Arthur Gatouillat

**Speaker**

**Connected Devices Track**

PhD Student at INSA. He has a Master of Science in Electrical Engineering from the University of Pittsburgh, and a diplôme d'Ingénieur (Master in Engineering) from INSA de Lyon. During his master, Arthur worked as a graduate researcher at iMED Laboratory, under the advice of Pr. Ervin

Sejdić, on a wide variety of signal processing problematics applied to the biomedical field.

His current research focusses on the design of smart services applied to embeded non-invasive biomedical sensors, under the advice of Youakim Badr.



## Claudine Gehin

**Speaker**

**Connected Devices Track**

Associate Professor at the French National Institute of Applied Sciences (INSA) since 1999, she lectures on electronics at the Electrical Engineering Department of INSA and is in charge of International Relations of the Department.

She joined the research group «Biomedical Sensors» of the Institute of Nanotechnology of Lyon in 2003, dedicated to the design and development of non-invasive biomedical sensors for monitoring thermal, neurophysiological and vascular parameters. She is a member of the board of the French Society of Biological and Medical Engineering [SFGBM].



## Thomas Grenier

**Speaker**

**Connected Devices Track**

Associate Professor in the CREATIS lab and for the Electrical Engineering Department of INSA Lyon, he received his Ph.D. degree (2005) from the University of Lyon and his M.Sc. degree (2001) both in image processing. His current research focusses on medical image analysis and more

precisely on clustering and semi-supervised approaches based on machine learning. His lectures cover computer science and object oriented programming, signal and image processing and information theory.



## Jeannie Zahner Jouffroy

**Organizational Team**

### **Cross Cultural Awareness track**

BA Amherst College, MA Tufts University. She has been living and teaching in France for 25 years. Her original interest in learning about cultural differences originated during the year she spent as an exchange student in Brazil where the total immersion experience was her only teacher. Then, as an American college student on a semester program in Rome with other American students, she saw that without total immersion, it is easy to have a superficial experience.

Jeannie's goal is to teach how to observe, describe, analyze and react to unexpected situations by understanding how culture impacts values, attitudes and behavior and how to adapt to another culture without losing oneself in the process.



## Eric McAdams

**Speaker**

### **Connected Devices Track**

Professor at INSA Lyon and leads the « Biomedical Sensor » team within the Institute of Nanotechnology of Lyon.

He is a recognized expert in the study and modelling of the linear and non-linear electrical properties of materials and interfaces and in the design of novel biomedical sensors for « wearable » and « point-of-care »

applications.

His research presently concerns a patented impedimetric wound dressing for wound assessment and, eventually, for accelerated wound healing.



## Bertrand Massot

**Speaker**

### **Connected Devices Track**

Associate Professor in the Biomedical Sensors Group of the Lyon Institute of Nanotechnology at INSA Lyon. He received his Ph.D. degree [2011] and his M.Sc. degree [2008] from the University of Lyon. He also graduated at INSA Lyon in electrical and electronical engineering.

His research interests include wearable sensors, wireless body area networks, autonomic nervous system activity, affective computing.

Dr. Massot received the young researcher award of the SFGBM [French Society of Biomedical Engineering] in 2009.



## Norbert Noury

**Speaker**

### **Connected Devices Track**

Full Professor at University Lyon 1, he is Director of the Department of Biomedical Engineering at Polytech'Lyon School of Engineering. His lectures cover Analog Electronics and Physics of Medical devices. He is member of the team Biomedical Sensors at INSA Lyon. He is a recognized expert in the domain of eHealth, Health Smart Homes and Wearable Smart

Sensors for Actimetric detection. He is also an entrepreneur who contributed to launching 2 Start Up, exploiting his work and patents.



## Shani Ripert

**Speaker**

### Management and Innovation Track

Shani Ripert is a product designer and the founder of Lyon-based La Cime design studio. She guides her clients toward an innovative and sustainable approach. She acquires expertise in design from experiences working with several leader brands in outdoor products, or for research with CEA tech.

Her passion for design and the will to value creativity and innovation are her main motivation, which she applies herself to share with INSA students. In addition to her design activity, she is a contributor in programs for entrepreneurship at INSA Lyon and professor for a design school.



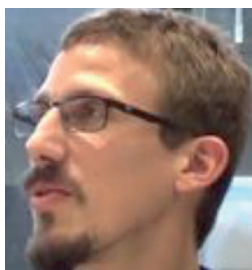
## Hervé Routon

**Speaker**

### Management and Innovation Track

Hervé is experienced in project management to develop new product. His expertise is the outcome of a whole career in the industry sector as project manager, business unit director, executive manager in SMEs, and as consultant for competitiveness enhancement (Value Analysis, Design to Cost, Lean Management, Creativity, ...).

Since 7 years, he is a lecturer at INSA Lyon where he teaches innovation management mainly in Electrical Engineering Departement as well as in the Student Entrepreneur Program.



## Yan Sayegh

**Speaker**

### Industry and Society Track

Yan Sayegh teaches English and European Cultural Studies and is Head of the Language Ressource Centre (CRL) at INSA Lyon. After graduate studies in History and a PhD in Cultural studies, Yan taught in both French and Swedish universities. His main areas of interests are cultural theory and history. His research focused on cultural complexity and cultural transitions in Modern and Contemporary Europe.

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EUROPEAN PERSPECTIVES  
IN ENGINEERING AND INNOVATION