

2020 GEM OF THE YEAR AWARDS



GEM Start'Up of the Year



Asbed Kechichian, GEM PGE 1995 EverCleanHand

Asbed is a member of the «pioneers», the first 10 graduating classes to emerge from Grenoble Ecole de Management, the ones who dare to challenge and reinvent the way things are done. He began his career in industrial companies, a path centered on sales and export that was almost too sensible for him, before embarking on his entrepreneurial adventure. His niche: public hand hygiene, a domain he entered long before the current pandemic. EverCleanHand is an innovative concept of automatic and contactless sanitizing stations that use a 100% natural lotion. A connected interface allows maintenance to be managed remotely. From innovation to technology, to serving society: three excellent reasons to award him the GEM Startup of the Year Award.

GEM athlete of the Year



Marielle Berger Sabbatel, GEM 2019

Immersed in the world of snow sports thanks to her father, a ski instructor, she began her career in alpine skiing and joined the French team. In 2011, she fell in love with skicross. In the insane universe of the X-Games, she placed 4th in her first season... After a series of injuries, she is back for the 2019/2020 season with 2 World Cup podiums under her belt, including 1 first place. A conversation with Kim Lucine, a figure skater, who had done his studies at the Institute of Sport and Management, ultimately led her to enroll at GEM. Marielle is a tireless ambassador for our school, it is an honor to award her the GEM Athlete of the Year Award.

GEM entrepreneur of the Year



Charlotte Cadé, GEM PGE 2011 Selency

In 2014, Charlotte and her associate Maxime began the adventure as Brocante Lab, an online marketplace offering internet users the opportunity to browse vintage furniture from home. The credo: to offer the best pieces at the best prices. They nurtured and developed this seedling with passion. In 2017, the site was renamed Selency. In 2018, the third round of fundraising raised more than 15 million euros. This operation carried out with OLX group, a subsidiary of the South African giant Naspers, enabled the company to grow from 4 to 35 employees and overhaul the site's tools, which now offer online negotiation and a service adapted to professionals in the sector. Charlotte has brilliantly transformed her passion for interior decorating into a magnificent entrepreneurial adventure. She is the recipient of the GEM Entrepreneur of the Year Award.

GEM of the Year



Martin Breuvert, GEM PGE 2001 – MSE 2002 LeMahieu

From his time in Grenoble, Martin remembers the mountains, the trails, some memorable student parties, and nights under the stars at the top of the Moucherotte. In 2018, he took over LeMahieu, the last textile company with an entirely French production line. LeMahieu manufactures 100% Made In France ethical and fair trade underwear. Established in the north of France since 1947, this manufacturer is labeled a «living heritage company». LeMahieu is the main partner of «Le Slip Français». Entrepreneur, humble, close to his employees, and attentive to his environment and the societal impact of his activities, in the winter of 2020, we find him at the heart of the mobilization for the production of fabric masks in partnership with the University Hospital of Lille. We are very proud to count Martin among the graduates of Grenoble Ecole de Management and to present him with the GEM of the Year Award.