

# EMMANUELLE DUEZ



**Nationality** French

**Affiliation** Founder and president, WoMen'Up, which focuses on topics related to male/female diversity; creator of The Boson Project.

**Content** Speaks on entrepreneurship, the youth of today and achieving gender balance in organizations.

**Bio** Serial entrepreneur, educated at X, Sciences Po, ESSEC and Bocconi University. Worked in strategy (SFR), social media marketing (Spring), politics (Ministry of Finance) and at a management consultancy (Deloitte). In 2013, launched The Boson Project, a consulting firm, which harnesses the power of the young. Also an Ensign in the Citizens Reserve of the Navy, a body of 300 lobbyists charged with defending the interests of the sea and the Navy.

**Ideas** The name of the Boson Project comes from the Higgs boson elementary particle. "We operate on the elementary particles of companies, that is to say: human resources," says Duez. Young people entering the workforce now – 'Y', 'Z', 'Millennial', or 'digital native' generation – will be the catalyst of a major societal transformation, a third anthropological revolution. "This young generation rings the death knell of yesterday's world, and prepares our entering of the world of tomorrow," she says.

**Verdict** "Emmanuelle Duez, the flagship entrepreneur of the Y generation." Le Figaro

**Website** [thebosonproject.com](http://thebosonproject.com)

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