PRESS RELEASE

School of Arts appoints Mélanie Viala as CEO of its network

Paris, 29 September 2026 – Finoli is pleased to announce the appointment of Mélanie Viala as Chief Executive Officer of the School of Arts network. She will take up her position in October 2026.

Mélanie Viala: dual expertise in communications and the management of school networks

A graduate of Sciences Po Paris, Mélanie Viala began her career in the communications department of L'Oréal Paris, before joining the Hopscotch group, where she became a partner and led influence and communications strategies for major brands such as PepsiCo, Renault, Danone and Microsoft. In 2016, she launched the Bordeaux campus of the École Supérieure du Digital, then served as Managing Director of the École Supérieure du Digital (ESD) and the École Supérieure de Publicité (ESP) from 2018 to 2023, a period during which both schools grew strongly across France, with the opening of several campuses nationwide. In 2023, she joined the executive committee of the AD Education group as Deputy Chief Executive Officer, and then as Chief Commercial Officer.

A new chapter for the School of Arts network

Mélanie Viala's arrival marks a new chapter in the development of the School of Arts network, which will be able to draw on her experience in growing and transforming schools. **Her mission: to support the network's development, strengthen its regional presence and continue the academic structuring of its schools.**

About School of Arts

School of Arts is a network of 12 schools and training centres dedicated to careers in the performing arts, visual arts and digital media, covering 22 artistic disciplines. With more than 150 years of combined history, the network trains over 3,000 students and trainees each year across 25 campuses in France and Belgium. A mission-driven company (*société à mission*), School of Arts has a clear vision: turning passion into a profession.

About Finoli

Founded in 2008, Finoli is an independent French industrial group operating mainly in the education, beauty, wellness and healthcare sectors. A privately held company, controlled and led by its founders, Finoli has been pursuing a long-term vision for more than 10 years, driven by strong values: excellence, innovation, ethics and merit.