



Aurore GALVES-ORJOL

Bâtiment Le Triptyk
37, rue Saint Romain
69008 Lyon

✉ aurore.galves-orjol@bsb-education.com

EXPERT PROFESSOR

DEPARTMENT: DIGITAL MANAGEMENT

CO-MANAGER OF THE MSC AIDTM

DISCIPLINARY TEAM: DIGITAL MANAGEMENT

EDUCATION AND DEGREES

- 2010 BTS Communication ESCO Wesford, Lyon, France, LYON, France
- 2012 Licence Marketing Management Sciences-U Lyon, Lyon, France, LYON, France
- 2015 MBA Business Manager MBway Management & Business School, Lyon, France, LYON, France
- 2015 NMI Mediamath Institute - level 2 (Terminal One) MediaMath Institute, New York, United-States
- 2015 , France
- 2017 Social Builder Programme Etincelle, Digital Business Development, , France
- 2025 , France
- 2025 LEFEBVRE DALLOZ, COURBEVOIE, France

WORK EXPERIENCE

PROFESSIONAL EXPERIENCE

- 2018 - today Chargée de cours en école supérieure de commerce (BSB, LYON, France)
- 2018 - today Chargée de cours en école de commerce (GALLION, LYON, France)
- 2019 - 2024 Co-founder (GALLION, LYON, France)
- 2018 - 2019 Chargée de communications externes (GATTEFOSSE)
- 2014 - 2015 Chargée de marketing digital (COJECOM)
- 2013 - 2014 Chef de projet web (COJECOM)

CONSULTING ACTIVITIES

- 2021 - today COACH (EM VENTURE LABS, LYON, France)
- 2019 Blockchain consulting (ENAXION, LYON, France)

INVOLVEMENT IN PROFESSIONAL ASSOCIATIONS

- 2022 - 2023 Speaker Bitcoin topic (CJD - Comité Jeune Dirigeant, MACON, France)
- 2017 - 2022 Chairwoman (Crypto Lyon, LYON, France)
- 2014 - 2025 SECRETARY (P&G CLUB , Lyon, France)

OTHERS ACTIVITIES

- 2024 - today Head of MSc AI DSM (Burgundy School of Business, LYON, France)
- 2024 - today Chairwoman (GALLION, LYON, France)
- 2022 - today (BITCOIN MEETUP, France)
- 2021 - today (MBWAY, LYON, France)
- 2021 - today Shareholder and Co-founder (GREEN KISS, VIENNE, France)
- 2019 - today External consultant - Bitcoin and Programmatic Marketing (EFAP, LYON, France)
- 2029 Speaker - Blockchain Keynote (ESD Lyon, LYON, France)
- 2025 Speaker - KYC NOT ME (BITCOIN ECONOMIC FORUM, LE MANS, France)
- 2025 Speaker at Emergence of Bitcoin in Politics panel (Plan B Forum, LUGANO, Switzerland)
- 2025 Speaker - Bitcoin for politics (BITCOIN PARADIGM, NEUCHATEL, Switzerland)
- 2024 Speaker and moderator - Bitcoin 4 Business (BITCOIN PARADIGM, NEUCHATEL, Switzerland)
- 2021 - 2024 Head of Digital Marketing Specialisation M2 (Burgundy School of Business, LYON, France)
- 2023 Table ronde Blockchain Web 3 (REF LEX, LYON, France)
- 2022 Speaker - Data Business (Burgundy School of Business, RABAT, Morocco)
- 2021 - 2022 Speaker - Bitcoin keynote and workshops (ADIRA, LYON, France)
- 2020 - 2022 Payment solution provider (BTC AZORES, San Miguel - Azores, Azores, Madeira)
- 2019 - 2021 Head of Digital Management Specialisation Bachelor 3 (Burgundy School of Business, LYON, France)
- 2020 Speaker (Blockchain Stampede - Wyoming university, Wyoming , United-States)
- 2020 Keynote - Bitcoin as a Gale (ISCOM, LYON, France)
- 2020 Speaker Blockchain Keynote (IAE LYON, LYON, France)
- 2018 - 2020 Digital Workshop (Burgundy School of Business, LYON, France)
- 2019 Panelist (LYON FINANCE FORUM - LA TRIBUNE, LYON, France)
- 2019 Keynote and workshop (IN SITU BLOCKCHAIN FORUM - INSA , LYON, France)
- 2019 KEYNOTE BITCOIN FREEDOM OF SPEACH (Club PRESSE, LYON, France)
- 2016 - 2017 Expérience internationale USA, Mexique, Chine (-)

TEACHING

DISCIPLINARY TEAM

- Digital Management

TEACHING LANGUAGES

- English
- French

INVOLVEMENT IN SCHOOL'S ACTIVITIES

- Offering student office hours
- Programme responsibility
- Responsibility for modules
- Supervision of professional theses
- Internship/apprenticeship follow-up
- Organisation of visits for BSB students
- Participation in meetings organised within a teaching department
- Participation in academic meetings
- Participation in one or more programme committees
- Participation in one or more scientific committees
- Participation in one or more admissions boards (Chairperson of the Board or company representative during individual interviews, language tests or correction of examination papers)
- Participation in the Assurance of Learning AoL process to assess student competencies