

MBAS SET TO WORK

The MBA Career Forum is key to placement success with 97 percent of students finding jobs.

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At this year's MBA Career Forum, held on the Barcelona campus in October, the number of interviews carried out with second-year MBA students increased by 25 percent. The jump signals that the demand for IESE MBA graduates is on the rise, even in the face of a challenging economic climate.

This year's event also broke records in terms of number of participating companies. During the 3-day event, around 50 leading global firms conducted 1,200 interviews with more than 550 MBA students.

"It has been a very successful event, both because of the range of companies and sectors taking part and the interest they have shown in the project. This shows that the quality and profile of IESE alumni meets the recruitment needs of a wide spectrum of companies. Many of them have worked with us before, while others have come for the first time because they are interested in what our alumni have to offer," said **Javier Muñoz**, the recently-appointed director of the MBA Career Services department.

Several recruiters at the event concurred that IESE's diverse student body is a key draw.

Amazon, Google and Siemens were among the leading technology companies participating in this year's forum. Other firms taking part, reflecting industries such as manufacturing, banking, energy and consulting, included Abbott, Novartis, Vodafone, Nike, Johnson & Johnson, BASF, Siemens, JP Morgan, The Boston Consulting Group, Gas Natural, Inditex, Santander, Philip Morris and Arthur D. Little.

About 70 percent of IESE's students secure full-time employment through the forum, which also offers the chance for MBA students to find summer internship opportunities. The summer internship is an essential part of the 19-month program.

ONE-ON-ONE INTERVIEWS

● Johnson & Johnson has had a longstanding recruiting relationship with IESE, said recruiter **Blair Beavis**. "IESE brings a really internationally diverse collection of students. Johnson & Johnson is looking for future leaders with different backgrounds, different profiles from all walks of life. IESE is able to provide that kind of student."

The MBA Career Forum offers a valuable chance to talk with students on a one-on-one basis, and find out what really motivates them and what they're really passionate about, said **Beavis**. "That's a really great opportunity for us."

"The students here have really diverse backgrounds," she said. "They're international, they speak many languages, and they come in with really good general management and business experience, which can apply to all of our sectors."

BCG regularly recruits at IESE and seeks experienced professionals, but not necessarily in consulting, said



IT'S AMAZING THAT SO MANY COMPANIES TURN OUT ON CAMPUS. IT'S REALLY GREAT THE OPPORTUNITIES YOU GET.

Stefan Riese

recruiter **Miren Faucon**. Many students ask her if it's a drawback not to have consulting experience, and the company's view is "on the contrary."

Having three to five years' work experience, complemented by an MBA, is an ideal way to acquire a solid, but well-rounded profile, she said. BCG looks for a balanced set of skills, which includes the ability to work with others and the client and face new challenges on a daily basis. BCG recruits have to be good listeners in order to understand the client, but also the ability to keep teams on course when a strategic direction has been identified. It's all about "skills and tenacity," she said.

BCG's global offices recruit directly at IESE, meaning – for example – that Japanese executives from the firm come to campus to meet students in person. "IESE students have a good track record," she said, emphasizing BCG's distinct recruiting approach. "It's not about meeting the targets. It's about making them a successful consultant."

HIGH SUCCESS RATE IN FINDING JOBS

- Meanwhile, MBA students commended the Career
- Service team for the seamless organization of the event, which last year led to around 97 percent of the grad-



uating class landing jobs within three months of graduation. MBA student **Rita Touma** said she hopes to secure a job in banking following graduation. The Career Forum "was the first step" in getting to know the highly differentiated cultures of the banks and, based on an analysis of them, start the application process. "Career Services was also helpful in coordinating and setting up interviews, making them run smoothly," said **Touma**, who said she had accepted a full-time position at Morgan Stanley.

The opportunity to meet recruiters face-to-face is what really gives the Career Forum value, and makes the interview process a personal, rather than a long-dis-



tance, experience, said **Stefan Riese**. The Career Forum gave him the chance to work for Santander, the world's fourth largest bank. "It's amazing that so many companies turn out on campus," he said. "It's really great the opportunities you get from joining the MBA at IESE."

MBA CAREERS SERVICES

● IESE's MBA Career Services Department seeks to help students identify employment opportunities through presentations; interviews; Career Days which connect students with companies; internships with leading firms; and, above all, the Career Forum.



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