

Placement Report
Master in
Customer Experience
and Innovation
2020 Graduates

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Introduction

At IE University, the mission of our IE Talent and Careers team is to secure and enhance student success. By staying on top of the latest industry trends and insights, our career services help students find their place in the professional world.

Each year, we take great pride in showcasing the professional accomplishments of our graduates. This year is no exception, as we share insights on the various career paths of our Master in Customer Experience & Innovation, Class of 2020. Against a challenging economic backdrop, our global recruiting outreach has proven effective at providing opportunities for candidates who have a broad understanding of today's business trends and landscape. Through hands-on learning, they have gained specialized knowledge in a wholly functional area.

Today's business landscape is made up of companies in a state of continuous transformation, where new ventures, mergers and demergers are the norm. Most businesses also face the additional challenges associated with digital transformation. In this environment, organizations need to adapt to the latest trends, solidify their brand reputation and forge lasting connections.

That's why customer experience professionals are needed across a wide variety of sectors. With CX at the heart of business success today, individuals who are able to understand the customer and place them at the core of an organization's strategy are able to successfully innovate and disrupt. Graduates

from this holistic program are effective experience designers, able to boost customer-driven success in any possible industry, product, service or organization.

They follow in the footsteps of their peers, who make up IE University's impressive global network of over 65,000 alumni. Based in more than 100 countries around the globe, our alumni hold high-level positions in varying industries and leading organizations within the public, private and non-profit sector.

A very high percentage of our Class of 2020 have found jobs, with 87% of them working within six months of graduation. Our graduates are working in a variety of positions including UX consultants, design and innovation managers, and product managers. They have found roles in world-class companies such as L'Oréal, AB InBev, Novartis and Interbrand. What's more, with entrepreneurship being one of IE University's main values, many of our students have gone on to start their own companies after finishing their program.

We're proud to present some of their stories here, and wish all of them the best.

Eva Valbuena
Head of Talent & Careers IE University



Iliyan Dimitrov Master in Customer Experience and Innovation

Nationality
Bulgarian

Current Position
Digital Transformation Lead at A1
and Adjunct professor at New
Bulgarian University

Position before the program
Business Developmet at Your Sofia



Successful business transformation today demands wide understanding in the domains of Business, Technology & Social Science. IE is a place where everything helps the students widen their knowledge and understanding of these domains



2020 Graduates' Profile

51
TOTAL NUMBER
OF STUDENTS

27,1
AVERAGE AGE

3,5
YEARS AVERAGE WORK
EXPERIENCE

31
NUMBER OF
NATIONALITIES

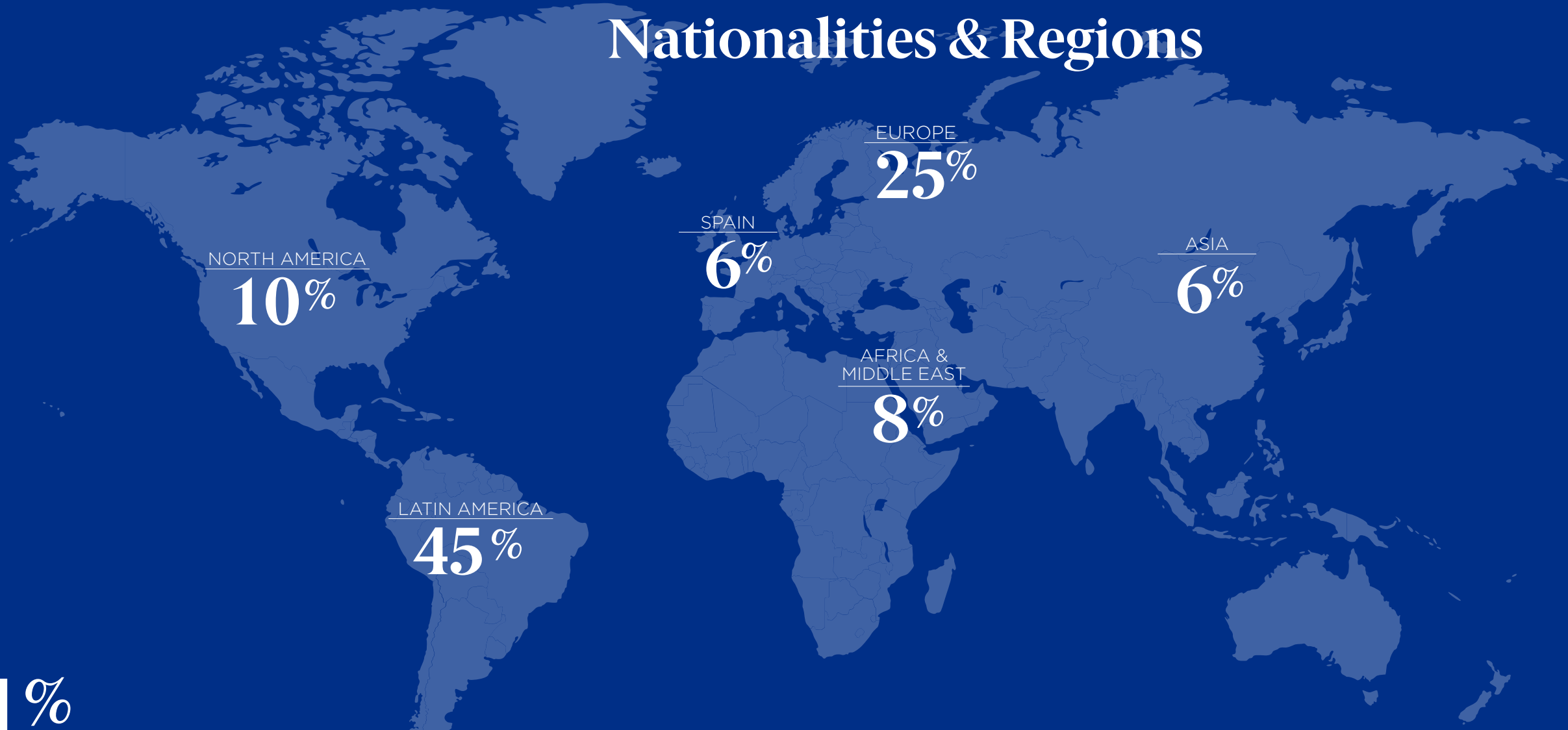
94%
INTERNATIONAL

GENDER







31%
MALE

69%
FEMALE

Nationalities & Regions



Academic Background

 BUSINESS & MANAGEMENT	35%	 MARKETING & COMMUNICATION	10%
 SCIENCE & ENGINEERING	22%	 ECONOMICS & SOCIAL SCIENCES	8%
 HUMANITIES	20%	 LAW	5%

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Consumer Products & Retail	15%	Agribusiness, Fish & Livestock	3%
Banking / Insurance / Financial Services	11%	Real estate / Construction	2%
Marketing / Advertisement / Communication	10%	Aerospace	2%
Consulting	9%	Automotive	2%
Other	8%	Fashion	2%
Technology / Telecommunications	7%	Healthcare / Pharma / Biotechnology	2%
Tourism & Hospitality	6%	Sports	1%
Education	5%	Architecture / Urbanism	1%
Government / NGO	4%	Auditing	1%
Media / Entertainment	4%	Design & Graphic Arts	1%
Industrial Products	3%	Transport / Logistics	1%



Companies represented in class



Where our graduates are working now

Sector	% of Alumni
Consulting	21,9%
Technology	21,9%
Finance/Banking/Insurance/Fin.Services	17,1%
Other	14,7%
Consumer Products & Retail	12,2%
Industrial	4,9%
Real Estate	4,9%
Education	2,4%

Function	% of Alumni
Marketing - Brand Marketing	24,4%
Other	17,1%
Consulting	12,2%
Project / Program Management	9,8%
Sales / Key Account Management	7,3%
Operations / Logistics / Supply Chain	7,3%
General Management	4,9%
Human Resources	4,9%
Information Systems & Technology	4,9%
Finance & Markets Research	2,4%
General Services/Administration	2,4%
Academic	2,4%

Region



Arturo Yamagoshi
Dual Degree IMBA
and Master in
Customer
Experience
and Innovation

Nationality
Peruvian

Current Position
Product Manager at Interbank

I'm amazed at how IE impacted my life, not only was my time in Madrid fantastic but also helped me acknowledge that everything is about meaningful experiences

Top Hiring Companies



Job seekers who received a job offer within 6 months after graduation **87,8%**

Job Role Titles

Account manager	Marketing and UX Manager
Innovation Consultant	Design and Innovation Manager
Marketing Manager and Customer Experience Specialist	Digital Consultant
Brand Manager	Digital Innovation Manager
Business Development Manager	UX researcher
Innovation and Transformation Leader	Global Service Designer
Customer Experience advisor	



Snigdha Sharma
Master in Customer Experience & Innovation

Nationality
Indian

Current Position
Lead Designer at Elephant Design Pvt

Position before the program
Research Associate at Quantum Consumer Solutions

The MCXI program at IE has helped me build on my research dexterity and has equipped me to constantly keep pushing the boundaries of my comfort zone

YOUR SUCCESS, OUR PURPOSE

IE University is considered one of the world's leading universities by international journals such as Bloomberg Businessweek, Financial Times, The Economist, and The Wall Street Journal, and by international companies actively recruiting our graduates. By studying at IE University, students graduate with a brand recognized for its excellence among recruiters.

WE'RE HERE TO HELP YOU KICK START YOUR CAREER

Our Talent & Careers Department's mission is to guide and empower our community of students and alumni in their career journey.

Our growing team works closely with more than 1,800 international recruiters, with the constant aim to match and connect directly the right talent with the right need.

IE Talent & Careers makes a two-fold commitment: with students and with companies.

OUR EVENTS

The incredible variety of our events allows students to engage with companies at a whole other level. In 2021, we hosted more than 180 virtual and physical events with recruiting partners.

- Talent Forums
- Company Presentations
- Interviews and Assessment Centers
- Business Competitions
- Panels
- Workshops
- Conferences
- Networking activities with IE clubs
- Webinars
- Livestreams



1,800
RECRUITING PARTNERS

5,600
JOB OPPORTUNITIES

MAKE THE MOST OF IT

During your time at IE, you will meet with us throughout career education workshops and events, designed to help students land the job of their dreams.

Reach out to our dedicated Careers Team and we will assist you in defining your very own career strategy via personalized career advising sessions.

On the IE Career Portal, find a curated collection of resources and access exclusive job offers.

IE's bi-annual Talent Forum is the largest of our recruiting events. All attending companies are actively recruiting for positions matching IE profiles.

VISITING COMPANIES

In the academic year 2019/2020 we welcomed +190 recruiting partners on our campus facilities for targeted events in different fields of finance, including:

Investment Banking



Global Markets-Sales & Trading



Asset Management



Private Equity/Debt



FinTech



IE FOR LIFE

Belonging to IE alumni comes with essential benefits

IE benefits continue on for life; as an IE alumni, you are an integral part of our family and we are here to help guide you at every stage of your professional journey. IE for Life is a suite of benefits designed to give back to our alumni community with exclusive ongoing education, career and networking resources.

Discover and connect to IE alumni around the world

- Search our online Alumni directory
- Join more than 60 clubs worldwide

Take advantage of the following career services

- Career advising at IE, included up to two years after graduation
- Lifetime access to IE's Career Portal, over 7,000 positions posted annually and leadership skills resources

Loyalty discounts just for you

- on further studies at IE of up to 25%
- on purchases at the official IE Store (15%)
- on third party services (Spain, Italy, Portugal, Greece, Mexico)
<https://benefits.ie.edu/>

Keep learning with us:

- Access to webinars and research insights



Enhance your alumni benefits



ALUMNI PLUS

1-hour Executive Career coaching (online or face-to-face) and Career webinars.

Up to 40 lectures (online or face-to-face) with prominent IE professors.

Online subscription to El País, Expansión, El Mundo and the Wall Street Journal (valued at € 750).

Speed-networking events and preferential pricing to IE Alumni flagship events.

*Included during 2 years upon graduation.



CAREER BOOSTER

Premium access to Korn Ferry Advance platform with:

- unlimited, personalized 1-to-1 coaching sessions.
- resume parsing analysis to see how recruiters process your resume.
- AI-based interview preparation app.

Premium access to GeniusMesh, a confidential Executive MBA talent network of 20 top business schools and unpublished leadership roles.

*Alumni Plus Membership required.



LIFELONG LEARNING BOOSTER

Access to one Executive Education short program or one High Impact Online Program (list price up to €4,000).

50% scholarship for a second program or Executive Summer School.

*Alumni Plus Membership required.

International Offices

IE INTERNATIONAL DEVELOPMENT: BUILDING COMMUNITY AND NETWORKING AROUND THE WORLD

Based in 30+ offices worldwide, our 150-strong recruitment staff search far and wide for top international talent. This begins a life-long relationship that lasts even after graduation. With over 5,000 events per year in more than 100 countries, our International Development team provides support to our candidates, students and alumni.



*Attend one
of our events*

CLOSE TO YOU, CLOSE TO COMPANIES

Close relationships with leading global companies and start-ups place us in the heart of corporate and entrepreneurial ecosystems. Join over 1,000 career-focused events, including industry-oriented conversations with IE experts, or take part in career fairs organized alongside IE Talent and Careers. Beyond the events, you can connect with top alumni or tap into local entrepreneurial ecosystems in your region, all the while benefiting from expert research on the future of the workplace.

EUROPE

europa@ie.edu

FRANCE - PARIS
france@ie.edu

**GERMANY, SWITZERLAND
& AUSTRIA - MUNICH**
dach@ie.edu

ITALY & THE BALKANS
italia@ie.edu

PORTUGAL - LISBON
portugal@ie.edu

**EASTERN EUROPE
& CENTRAL ASIA - MOSCOW**
eecca@ie.edu

SPAIN - MADRID & SEGOVIA
iespain@ie.edu

TURKEY - ISTANBUL
turkey@ie.edu

UK & IRELAND - LONDON
uk@ie.edu

NORTH AMERICA

northamerica@ie.edu

**WEST & MIDWEST USA -
LOS ANGELES**
westcoast@ie.edu

**SOUTH USA & CARIBBEAN -
MIAMI**
southusa@ie.edu

NORTHEAST USA - NEW YORK
northeast@ie.edu

CANADA - TORONTO
canada@ie.edu

LATIN AMERICA

latam@ie.edu

**ARGENTINA & URUGUAY -
BUENOS AIRES**
argentina@ie.edu
uruguay@ie.edu

BRAZIL - SAO PAULO
brasil@ie.edu

CHILE - SANTIAGO DE CHILE
chile@ie.edu

COLOMBIA - BOGOTA
colombia@ie.edu
centroamerica@ie.edu

ECUADOR - QUITO
ecuador@ie.edu

MEXICO CITY - MEXICO
mexico@ie.edu

**PERU, BOLIVIA &
PARAGUAY - LIMA**
peru@ie.edu
bolivia@ie.edu
paraguay@ie.edu

VENEZUELA - CARACAS
venezuela@ie.edu

ASIA

asia-pacific@ie.edu

**AUSTRALIA & NEW ZEALAND
SYDNEY**
australia@ie.edu

CHINA - SHANGHAI & BEIJING
china@ie.edu

INDIA & SOUTH ASIA - MUMBAI
india@ie.edu

JAPAN - TOKYO
japan@ie.edu

**SINGAPORE & SOUTHEAST ASIA
SINGAPORE**
singapore@ie.edu
southeastasia@ie.edu

SOUTH KOREA - SEOUL
korea@ie.edu

MIDDLE EAST / AFRICA

mea@ie.edu

SAUDI ARABIA - RIYADH
saudi@ie.edu

**UAE, QATAR, BAHRAIN,
KUWAIT & OMAN - DUBAI**
uae@ie.edu

WEST AFRICA - LAGOS
nigeria@ie.edu

**SOUTHERN AFRICA
JOHANNESBURG**
southernafrica@ie.edu



