

# Placement Report Master in Digital Business & Innovation 2020 Graduates

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# Introduction

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

Each year, we take great pride in showcasing the professional accomplishments of our Master in Digital Business & Innovation students. This year is no exception, as we share insights on the various career paths of our 2020 graduates. Against a challenging economic backdrop, our global recruiting outreach has proven effective at providing opportunities for candidates with extensive skills in tech and data. Combined with a wider business understanding, their holistic education has prepared them for maximum impact.

The advances in today's technological landscape have transformed how business is carried out and will have a huge impact on their continued market control. With data and artificial intelligence having become key factors in both day-to-day and strategic operations, individuals who possess these skills are in high demand.

This is why graduates in Digital Business & Innovation are crucial assets in thriving modern companies.

By leveraging these skills, they are able to drive digital transformation at a time when the survival of companies depends on their ability to adapt. Beyond this, these individuals will be in a prime position to help the digital economy reach new heights, able to manage cutting-edge tech solutions and achieve success.

The huge demand for professionals in this area is demonstrated by the fact that 100% of our students received a job within six months of graduation.

Of the employed students, 56% went on to work in either consulting or technology, with top recruiters including world-renowned companies such as Accenture, Oracle and Amazon. 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.

These graduates follow in the footsteps of those 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.

**Eva Valbuena**  
Head of Talent & Careers IE University

## Jessica Birgit Tongue

### Master in Digital Business & Innovation

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**Nationality**  
British

**Current Position**  
Data Research Analyst at Clarity AI



**The masters program has allowed me to get a bird's eye view of what's going on in our contemporary business world, where I really got to understand and appreciate the importance and value of new disruptive technologies in the development of today's business strategies. With this acquired knowledge and newfound understanding you can better place yourself in present-day companies and utilise your new skills to magnify the work that is being done across all departments.**





# 2020 Graduates' Profile

34  
TOTAL NUMBER  
OF STUDENTS

26  
AVERAGE AGE

3  
YEARS AVERAGE WORK  
EXPERIENCE

16  
NUMBER OF  
NATIONALITIES

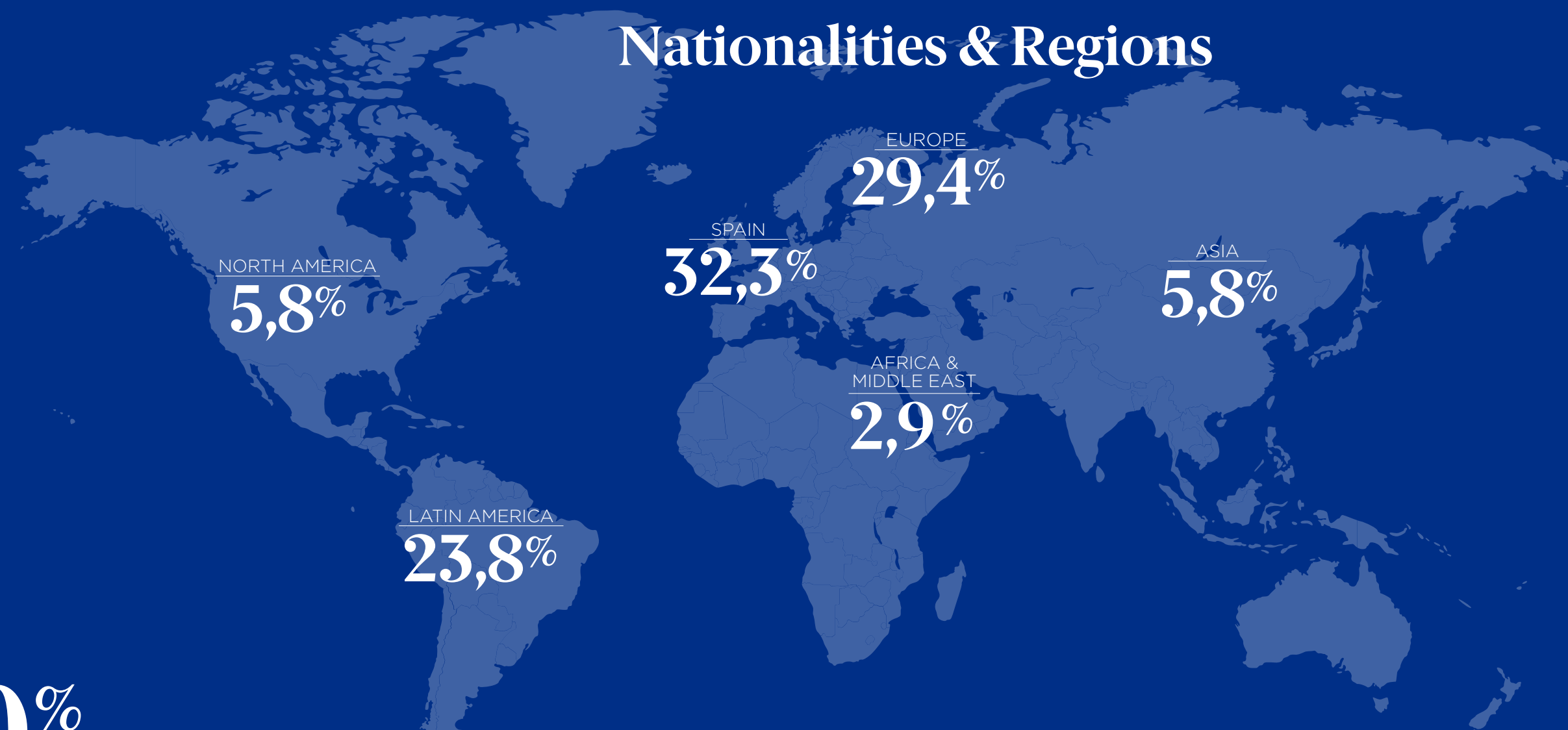
80%  
INTERNATIONAL

## GENDER

35%  
MALE

65%  
FEMALE

## Nationalities & Regions



## Academic Background

	BUSINESS	52%		SCIENCES	9%
	OTHERS	16%		SOCIAL SCIENCES	7%
	ECONOMICS	14%		HUMANITIES	2%



# Where our students were working before starting the program

## Industry / sector

Background	% of students	Background	% of students
Banking / Insurance / Financial Services	12%	Fashion	6%
Consulting	12%	Healthcare / Pharma / Biotechnology	5%
Consumer Products & Retail	12%	Luxury goods	5%
Other	11%	Real estate / Construction	5%
Technology / Telecommunications	9%	Education	4%
Media / Entertainment	8%	Tourism & Hospitality	4%
Marketing / Advertisement / Communication	7%		



# Companies represented in class

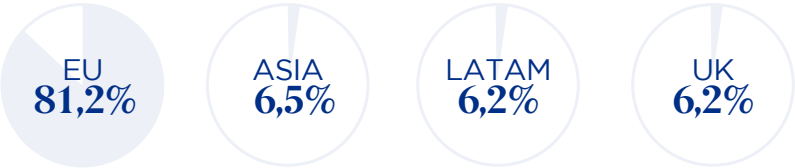


# Where our graduates are working now

Sector	% of Alumni
Technology	31,2%
Consulting	25,0%
Finance/Banking/Insurance/Fin.Services	18,7%
Industrial	6,5%
Media / Entertainment	6,2%
Real Estate	6,2%
Technology	6,2%

Function	% of Alumni
Information Systems & Technology	25,0%
Consulting	25,0%
Product Management	12,5%
Finance & Markets Research	12,5%
Business Development	12,5%
Other	12,5%

## Region



**Isabella Efimova**  
Master in Digital Business & Innovation

**Nationality**  
German

**Current Position**  
Strategic Brand Manager at Amazon Launchpad

**The Master in Digital Business & Innovation program shaped my perspective on innovation and empowered me to strive towards an entrepreneurial career. Through IE, I was also able to gain access to a great network of current and future leaders who inspire me every day.**



# Top Hiring Companies



Job seekers who received a job offer  
within 6 months after graduation

**100%**

## Job Role Titles

Marketing & Community Growth Manager

Technology Consultant

Senior Innovation Consultant

Customer Success Engagement Manager

CFO

Digital Consulting Associate

Product Manager

E-commerce Manager

Senior User Growth Manager

Innovation Consultant

Trade Marketing

Wealth Management Program - Client Advisory

Business Strategy Analyst

Junior Consultant - Assurance Audit





# 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 on-campus facilities, including:

### TECH



### FINANCE



### CONSULTING



### PHARMA



### FMCG / LUXURY / RETAIL



### INDUSTRIAL / ENERGY



### INTERNATIONAL DEVELOPMENT



### REAL STATE / ARCHITECTURE AND DESIGN





# 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

[europe@ie.edu](mailto:europe@ie.edu)

**FRANCE - PARIS**  
[france@ie.edu](mailto:france@ie.edu)

**GERMANY, SWITZERLAND  
& AUSTRIA - MUNICH**  
[dach@ie.edu](mailto:dach@ie.edu)

**ITALY & THE BALKANS**  
[italia@ie.edu](mailto:italia@ie.edu)

**PORTUGAL - LISBON**  
[portugal@ie.edu](mailto:portugal@ie.edu)

**EASTERN EUROPE  
& CENTRAL ASIA - MOSCOW**  
[eecca@ie.edu](mailto:eecca@ie.edu)

**SPAIN - MADRID & SEGOVIA**  
[iespain@ie.edu](mailto:iespain@ie.edu)

**TURKEY - ISTANBUL**  
[turkey@ie.edu](mailto:turkey@ie.edu)

**UK & IRELAND - LONDON**  
[uk@ie.edu](mailto:uk@ie.edu)

## NORTH AMERICA

[northamerica@ie.edu](mailto:northamerica@ie.edu)

**WEST & MIDWEST USA -  
LOS ANGELES**  
[westcoast@ie.edu](mailto:westcoast@ie.edu)

**SOUTH USA & CARIBBEAN -  
MIAMI**  
[southusa@ie.edu](mailto:southusa@ie.edu)

**NORTHEAST USA - NEW YORK**  
[northeast@ie.edu](mailto:northeast@ie.edu)

**CANADA - TORONTO**  
[canada@ie.edu](mailto:canada@ie.edu)

## LATIN AMERICA

[latam@ie.edu](mailto:latam@ie.edu)

**ARGENTINA & URUGUAY -  
BUENOS AIRES**  
[argentina@ie.edu](mailto:argentina@ie.edu)  
[uruguay@ie.edu](mailto:uruguay@ie.edu)

**BRAZIL - SAO PAULO**  
[brasil@ie.edu](mailto:brasil@ie.edu)

**CHILE - SANTIAGO DE CHILE**  
[chile@ie.edu](mailto:chile@ie.edu)

**COLOMBIA - BOGOTA**  
[colombia@ie.edu](mailto:colombia@ie.edu)  
[centroamerica@ie.edu](mailto:centroamerica@ie.edu)

**ECUADOR - QUITO**  
[ecuador@ie.edu](mailto:ecuador@ie.edu)

**MEXICO CITY - MEXICO**  
[mexico@ie.edu](mailto:mexico@ie.edu)

**PERU, BOLIVIA &  
PARAGUAY - LIMA**  
[peru@ie.edu](mailto:peru@ie.edu)  
[bolivia@ie.edu](mailto:bolivia@ie.edu)  
[paraguay@ie.edu](mailto:paraguay@ie.edu)

**VENEZUELA - CARACAS**  
[venezuela@ie.edu](mailto:venezuela@ie.edu)

## ASIA

[asia-pacific@ie.edu](mailto:asia-pacific@ie.edu)

**AUSTRALIA & NEW ZEALAND  
SYDNEY**  
[australia@ie.edu](mailto:australia@ie.edu)

**CHINA - SHANGHAI & BEIJING**  
[china@ie.edu](mailto:china@ie.edu)

**INDIA & SOUTH ASIA - MUMBAI**  
[india@ie.edu](mailto:india@ie.edu)

**JAPAN - TOKYO**  
[japan@ie.edu](mailto:japan@ie.edu)

**SINGAPORE & SOUTHEAST ASIA  
SINGAPORE**  
[singapore@ie.edu](mailto:singapore@ie.edu)  
[southeastasia@ie.edu](mailto:southeastasia@ie.edu)

**SOUTH KOREA - SEOUL**  
[korea@ie.edu](mailto:korea@ie.edu)

## MIDDLE EAST / AFRICA

[mea@ie.edu](mailto:mea@ie.edu)

**SAUDI ARABIA - RIYADH**  
[saudi@ie.edu](mailto:saudi@ie.edu)

**UAE, QATAR, BAHRAIN,  
KUWAIT & OMAN - DUBAI**  
[uae@ie.edu](mailto:uae@ie.edu)

**WEST AFRICA - LAGOS**  
[nigeria@ie.edu](mailto:nigeria@ie.edu)

**SOUTHERN AFRICA  
JOHANNESBURG**  
[southernafrica@ie.edu](mailto:southernafrica@ie.edu)





