

Placement Report
Master in Market
Research & Consumer
Behavior
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 Market Research & Consumer Behavior 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 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. And that's without mentioning the challenges corporations are facing with the transformation of digital media. In this environment, organizations need to adapt to the latest trends, solidify their brand reputation and forge lasting connections.

This is why customer research and communications professionals—equipped to understand what drives consumer behavior and purchasing decisions—are in such high demand. With cutting-edge insights into consumer psychology, consumer research and

the business of marketing, graduates are able to aid businesses in making valuable product, marketing and strategic decisions.

A high percentage of our students have found jobs, with 80% of them working within six months of graduation. Of the employed students, the most popular sectors are consulting, consumer products & retail and technology. Job roles among graduates include consultants, marketing professionals, business developers and researchers. 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



Ana Richi Master in Market Research & Consumer Behavior

Nationality
Spanish

Current Position
Consumer & Marketing Knowledge
Manager at Procter & Gamble

Position before the program
Digital Content Management
Associate at Accenture



The MRCB program has provided me with the necessary tools to uncover stories hidden behind data and understand consumer psychology and behavior. The different courses and assignments are designed to prepare you for a real role as a Market Researcher.



2020 Graduates' Profile

46

TOTAL NUMBER OF STUDENTS

26

AVERAGE AGE

3

YEARS AVERAGE WORK EXPERIENCE

16

NUMBER OF NATIONALITIES

GENDER

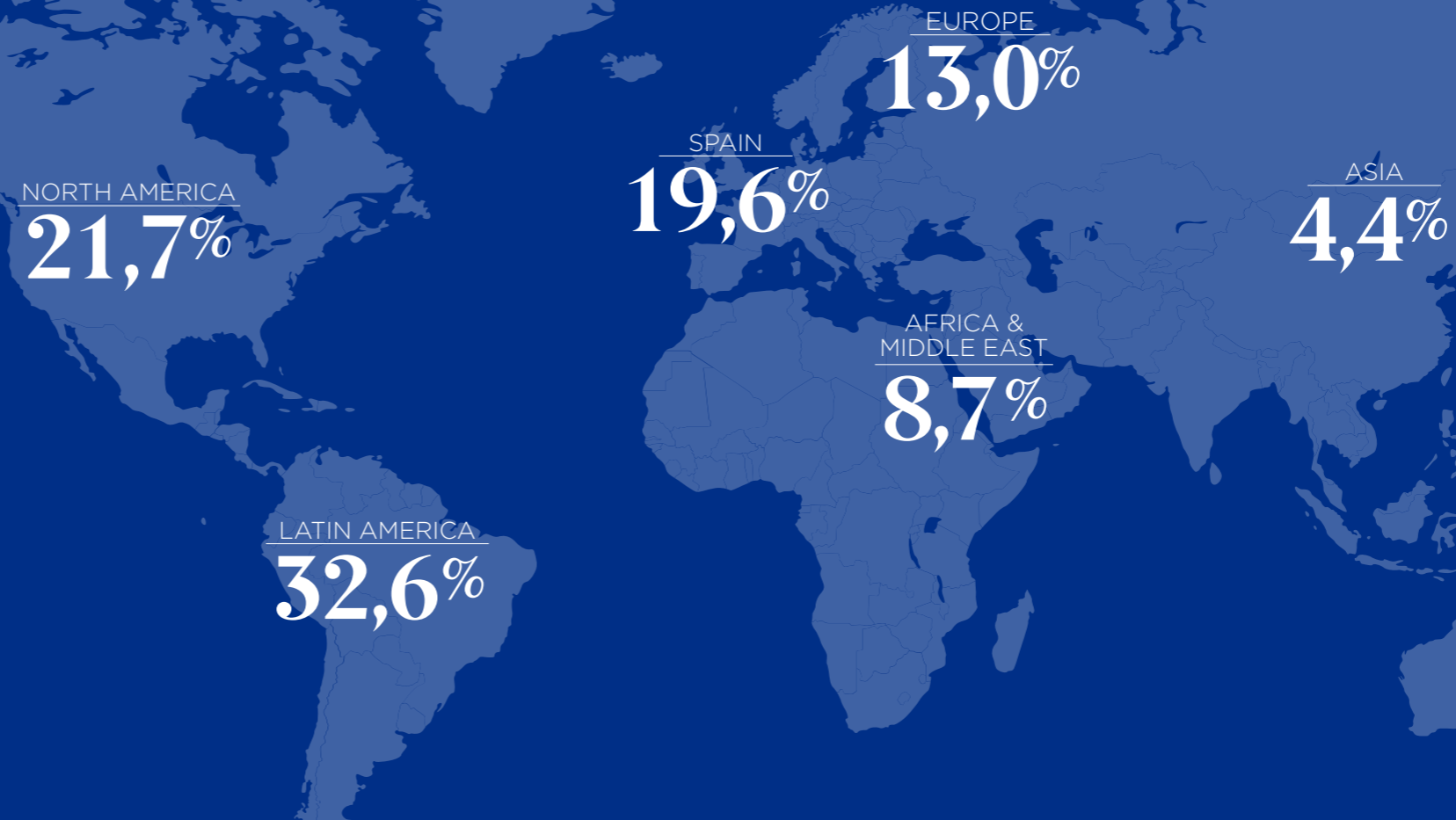
30%

MALE

70%

FEMALE

Nationalities & Regions



Academic Background



Where our students were working before starting the program

Industry / Sector

| Background | % of students | Background | % of students |
|---------------------------------------|---------------|-----------------------|---------------|
| Marketing/Advertisement/Communication | 15% | Healthcare | 4% |
| Banking/Insurance/Financial Services | 14% | Sports | 4% |
| Consumer Products & Retail | 10% | Tourism & Hospitality | 3% |
| Other | 9% | Fashion | 2% |
| Media/Entertainment | 7% | Industrial Products | 2% |
| Consulting | 5% | Legal Services | 2% |
| Education | 5% | Automotive | 2% |
| Real Estate/Construction | 5% | Transport/Logistics | 1% |
| Technology/Telecommunications | 5% | Luxury Goods | 1% |
| Government/NGO | 4% | | |



Companies represented in class



Where our graduates are working now

| Sector | % of Alumni |
|--|-------------|
| Consulting | 28,6% |
| Other | 21,4% |
| Consumer Products & Retail | 11,9% |
| Technology | 11,9% |
| Education | 7,1% |
| Finance/Banking/Insurance/Fin.Services | 7,1% |
| Industrial | 4,8% |
| Real Estate | 2,4% |
| Tourism & Hospitality | 2,4% |
| Government | 2,4% |

| Function | % of Alumni |
|---------------------------------------|-------------|
| Marketing - Brand Marketing | 38,1% |
| Other | 16,7% |
| Consulting | 9,5% |
| Operations / Logistics / Supply Chain | 7,1% |
| General Management | 4,8% |
| Information Systems & Technology | 4,8% |
| Finance & Markets Research | 4,8% |
| Business Development | 4,8% |
| Research And Development | 4,8% |
| General Services/Administration | 2,4% |
| Project / Program Management | 2,2% |

Region



Dasha Bogdanova

Master in Market Research & Consumer Behavior

Nationality

Russian

Current Position

App Growth Manager at Google

Position before the program

Sales trainee Mars



Master at IE was key to the successful beginning of my career path. The school helped me to broaden the mind, learn working in diverse teams and, the most important, gave me the opportunity to meet amazing people, who part my professional network and some of whom became my long life friends. IE Master was incredibly enriching experience and the perfect investment for the future success for me!



Top Hiring Companies



Job seekers who received a job offer within 3 months after graduation **80,9%**

Job Role Titles

- Marketing Insights officer
- Research Executive
- Project Manager
- Consumer Market Knowledge manager
- Senior Director, Research& Insights
- Data and Marketing Manager
- Strategy Planning & insights
- Data support analyst
- Innovation Consultant



Ana María Aldana

Master in Market Research & Consumer Behavior

Nationality
Guatemalan

Current Position
Sr. Marketing Effectiveness Consultant at Nielsen

My main challenge was to make a change to my professional career and move from being a marketer into the research and psychology side. I was able to do seamlessly transition, largely in part thanks to pursuing the MRCB: first, by the program itself and the value it added to my professional curriculum; and second, through the network I could access.

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

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**
eeca@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



ie
UNIVERSITY