

**Placement Report**  
**Master in Digital**  
**Business & Innovation**  
**2021 Graduates**

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# Introduction

IE University is internationally recognized for academic and professional excellence, and the IE Talent & Careers team is no exception to this standard. Our mission is to help students find their place in the professional world. By working individually with students and alumni, the career services team is here to support our graduates throughout their path to success.

That is why we are very proud to witness the many professional accomplishments of our Master in Digital Business & Innovation cohort. This program molds leaders in business technology, and our career services team helped these trailblazers navigate a smooth transition into the workforce and meet their personal and professional goals.

We are pleased to present this report and share some insights on the different career paths chosen by our 2021 Master in Digital Business & Innovation graduates. No matter the journey they have chosen, we are confident that they will continue to do great things and make a positive impact on the people and communities around them.

This year showed us how quickly we must adapt to a constantly changing world. In light of the digital revolution, businesses are now more reliant than ever before on the technology sector. Therefore, organizations are looking for skilled professionals who can help them thrive by successfully navigating the challenges posed by today's dynamic digital business landscape.

Thanks to our hands-on teaching methods, an understanding of the broad picture of business realities and trends, and specialization options in various functional areas, our Master in Digital Business & Innovation students are now in high demand. Amid challenging economic times, our global recruiting outreach has proven to be very effective for these candidates.

Our Master in Digital Business & Innovation graduates show beyond doubt to be crucial assets in the world of work as 86% of them got a job within six months of graduation, with over 85% working outside of their country of origin. Currently, 61% of them are working in finance, sales and strategy positions, and Amazon, Sanofi and Uber are among the top recruiters from this program.

Graduates of the Master in Digital Business & Innovation are following in the footsteps of all those who came before them in other programs as part of IE University's impressive global network of over 70K alumni. Our alumni are based in over 100 countries around the globe, holding high-level positions in all types of industries and organizations within public, private and non-profit sectors.

This network is a huge asset to students, alumni and the Talent & Careers team. No matter where your career takes you, you can count on the IE Community to connect with businesses, nonprofits and governments across the globe.

**IE Talent & Careers Department**



## 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.”**





# 2021 Graduates' Profile

## Nationalities & Regions

**34**

TOTAL NUMBER OF STUDENTS

**27**

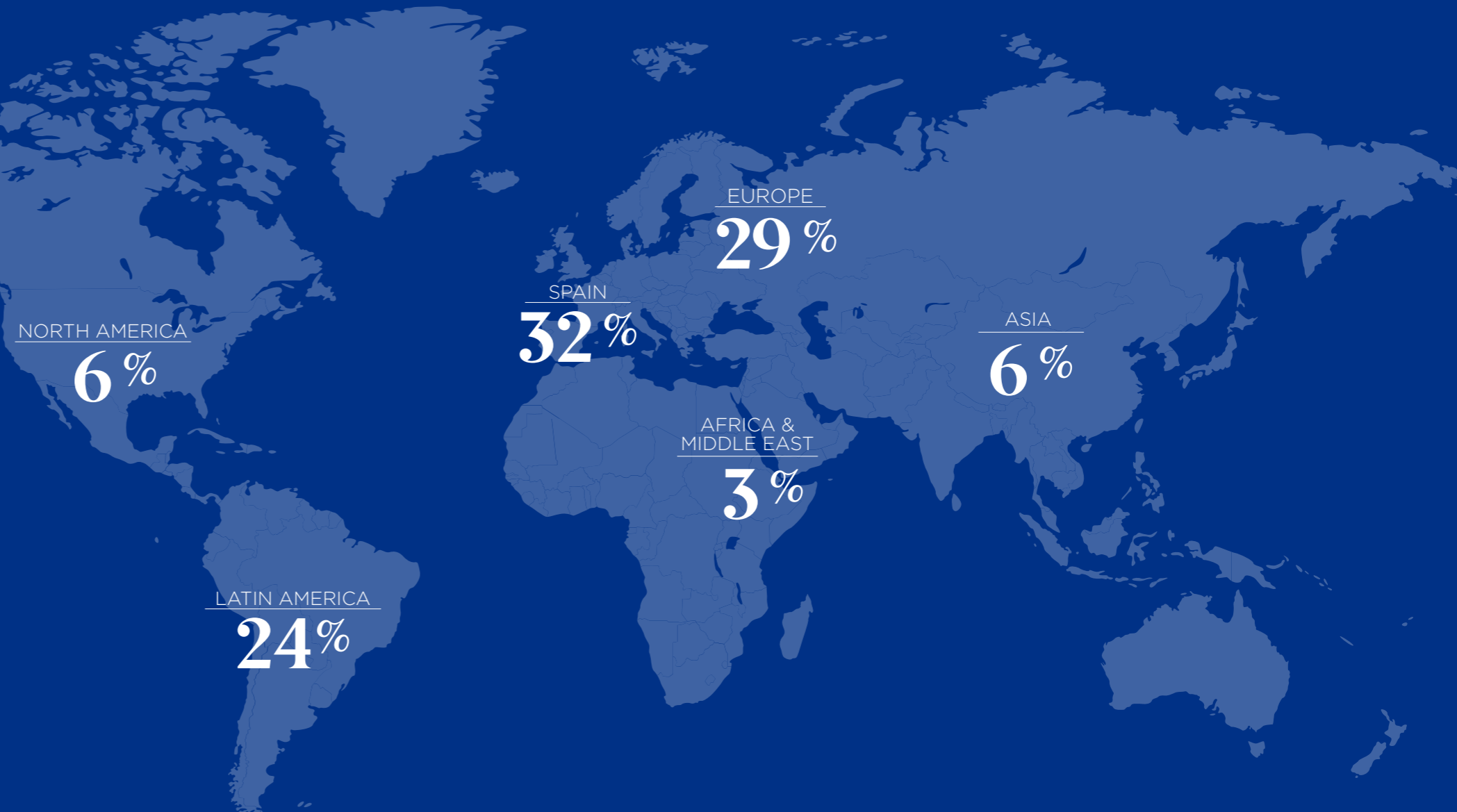
AVERAGE AGE

**4**

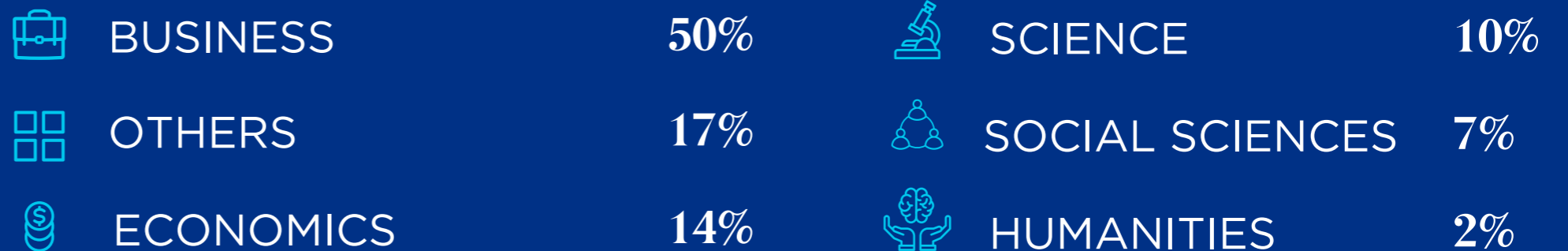
YEARS AVERAGE WORK EXPERIENCE

**16**

NUMBER OF NATIONALITIES



## Academic Background



## GENDER

**65%**  
MALE

**35%**  
FEMALE



# Where our students were working before starting the program

## Industry / Sector

Background	% of students	Background	% of students
Agribusiness, Fish & Livestock	11%	Real estate, construction	4%
Consumer Products & Retail	10%	Tourism & Hospitality	3%
Consulting	9%	Automotive	2%
Banking, Insurance, Financial services	9%	Chemical, Energy & Utilities	2%
Other	9%	Education	2%
Technology, telecommunications	7%	Industrial products	2%
Media, entertainment	6%	Auditing	2%
Marketing, Advertisement, Communication	6%	Government, NGO	1%
Fashion	5%	Sports	1%
Healthcare, Pharma, Biotechnology	4%	Transport, logistics	1%
Luxury goods	4%		



# Companies represented in class



# Where our graduates are working now

Sector	% of Alumni
Technology	40%
Consulting	20%
Consumer,Luxury and Retail	13%
Financial Services	13%
International Development + Social Impact	7%
Other	7%

Function	% of Alumni
Other	31%
Sales Roles	23%
Strategy Roles	23%
Finance Roles	15%
Consulting Roles	8%

Job Location	% of Alumni
Spain	74%
DACH	13%
Benelux	13%



## 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

UBER

celonis

COURSE  
CORRECT

amazon

strategy&  
Formerly Booz & Company

KraftHeinz

Deloitte.  
Digital

Gartner

Klarna.

OPINATOR

SANOFI

zoom



Job seekers who received a job offer within 3 months after graduation

86%

## Job Role Titles

Associate Customer Value Advisor

Business Development Associate

Client Success Associate

Digital transformation analyst

General Manager

Global Product Manager and Professor

Management Accountant

Product Manager

Sales And Marketing Specialist

Solution Delivery Finance Analyst TGP

Business Development and Account Representative



# 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 2020/2021 we welcomed +190 recruiting partners on our on-campus facilities, including:

### TECH



### FINANCE



### CONSULTING



### PHARMA



### FMCG / LUXURY / RETAIL



### INDUSTRIAL / ENERGY



### INTERNATIONAL DEVELOPMENT



### REAL ESTATE / 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*

## BENEFITS FOR OUR GLOBAL COMMUNITY:

- IE events, masterclasses and workshops led by IE professors
- Corporate partnerships
- Venture Days
- Networking and social events for alumni and students
- Global Alumni Weekends
- “Glocal” network
- Worldwide conferences
- Career opportunities for alumni and students
- Alumni clubs

*Find us at one of our international offices*

[Know More](#)

## 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.





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UNIVERSITY