

**Placement Report**  
**Master in**  
**Market Research &**  
**Consumer Behavior**  
**2022 Graduates**

# CONTENTS

4 Introduction

---

6 2022 Graduates' Profile

---

8 Graduates' Professional  
Background

---

10 Current Career Placement

---

14 Your Success, Our Purpose

---

16 IE for Life

---

18 International Offices

---

# Introduction

IE University is internationally recognized for academic and professional excellence, and the IE Talent and 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're very proud to witness the many professional accomplishments of our 2022 Master in Market Research & Consumer Behavior cohort. This program is one of a kind in Europe, 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 2022 Master in Market Research & Consumer Behavior 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 leaders who can understand the motivations behind consumer behavior, pinpoint invaluable insights from market research and use concrete data analytics to guide business strategy.

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 Marketing students are now in high demand. Amid challenging economic times, our global recruiting outreach has proven to be very effective for these candidates.

The success of our Master in Market Research & Consumer Behavior graduates shows beyond doubt the effectiveness of the program and their own value as crucial assets in the world of work; 91% of them got a job within three months of graduation and 96% received an offer within six months. Furthermore, they have found roles within a broad range of sectors, with alumni of the program working in marketing and communications, tech, international development, financial services, consulting and consumer roles. Companies such as Valentino, Glovo, Amazon, Nielsen, Insights by Kantar, Pernod Ricard and IPSOS are among the top recruiters from this program.

Graduates of the Master in Market Research & Consumer Behavior 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.

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



## Muhammad Ahmad Khan

### Market Research & Consumer Behavior

**Nationality**  
Pakistan

**Current Position**  
Research Executive at Appinio



**IE taught me that there are no bounds to a truly immersive learning experience. Being in Madrid in itself is an amazing experience, however the highlight of my day for 10 months was going to campus and just letting myself absorb the knowledge I was being given by the amazing faculty that IE made available. From exciting and challenging projects to beautifully designed lectures, there was nothing left to be desired. Mixing that in with the diversity of the classroom, IE really gave me a Masters experience I had dreamt of!**



# 2022 Graduates' Profile

## Nationalities & Regions

55

TOTAL NUMBER OF STUDENTS

24

AVERAGE AGE

2

YEARS AVERAGE WORK EXPERIENCE

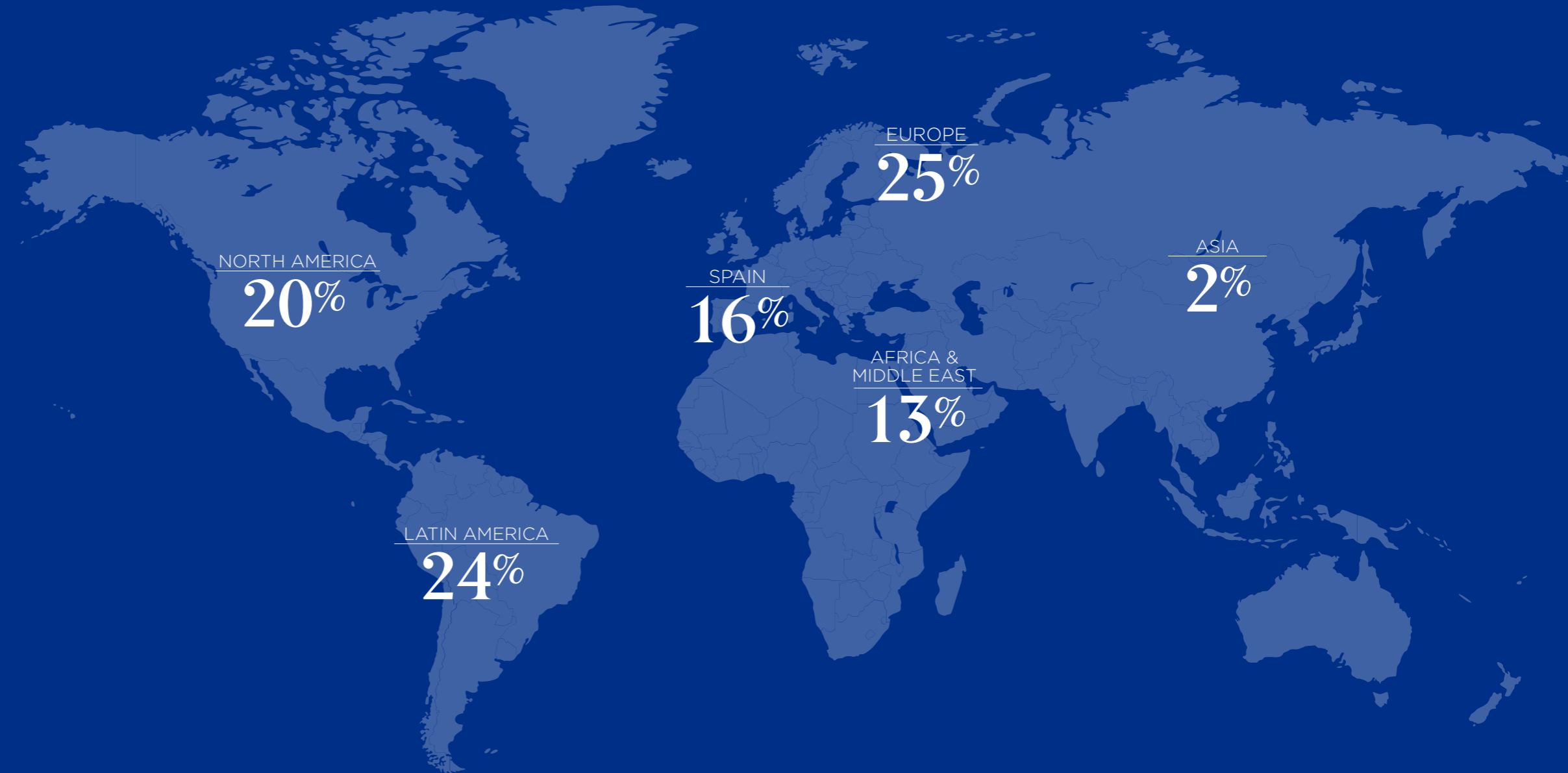
27

NUMBER OF NATIONALITIES










### GENDER

18%  
MALE

82%  
FEMALE



## Academic Background

	BUSINESS	41%		SCIENCE	3%
	OTHERS	22%		HUMANITIES	3%
	SOCIAL SCIENCE	14%		LEGAL	1%
	ECONOMICS	11%		TECHNOLOGY	1%
	ENGINEERING	4%			

# Where our students were working before starting the program

## Industry / Sector

Background	% of students
Consumer Products & Retail	17%
Marketing / Advertisement / Communication	14%
Fashion	7%
Others	7%
Banking / Insurance / Financial Services	6%
Tourism & Hospitality	6%
Consulting	6%
Government / NGO	6%
Technology / Telecommunications	6%
Education	4%
Healthcare / Pharma / Biotechnology	3%
Industrial Products	3%
Transport / Logistics	3%
Chemical / Energy & Utilities	2%
Luxury goods	2%
Sports	2%
Legal Services	2%
Aerospace	1%
Agribusiness, Fish & Livestock	1%
Media / Entertainment	1%
Real estate / Construction	1%

# Some of the companies represented in class



# Where our graduates are working now

Sector	% of Alumni
Marketing & Communications	31%
Technology	22%
Consulting	11%
Consumer, Luxury & Retail	11%
Financial Services	9%
Industrial	9%
International Development + Social Impact	7%

Function	% of Alumni
Marketing Roles	50%
Sales Roles	18%
Consulting Roles	15%
Architecture & Design Roles	3%
Data Related Roles	3%
Entrepreneur	3%
Finance Roles	2%
Human Resources Roles	2%
Product Management Roles	2%
Tech Consulting Roles	2%

Job Location	% of Alumni
Spain	47%
Europe	16%
North America	13%
DACH	9%
Benelux	5%
Ireland	4%
United Kingdom	4%
LATAM	2%



**Carlos Ramírez**  
Market Research & Consumer Behavior

**Nationality**  
American

**Current Position**  
Specialist Senior Engagement at goFLUENT

**Position before the program**  
Analyst Strategy & Operations at Enova International



**The Master in Market Research and Consumer Behavior program allowed me to become a more impactful professional. The curriculum provided courses involving analytics, research, and psychology which are very important in understanding how people make decisions. Most importantly, the international environment of our classroom gave me the opportunity to expand my knowledge of the world and make life-long friends.**



# Top Hiring Companies

appinio

NEOVANTAS  
consulting

LinkedIn

Glovo

VALENTINO

KERING

amazon

Pernod Ricard

nielsen

Roland Berger

KANTAR

Veepee

Ipsos

LIUX

amcor



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

96%

## Job Role Titles

Brand Specialist/Consultant

Business Analyst

Business Leadership Program

Co-Founder & CEO

Consum. insights and Mktg. effectiveness

Director de Contenidos

Fundador

Market Research Analyst

Marketing Specialist

Product Designer

Product Marketing Manager

Qualitative Research Assistant

Research Consultant

Research executive

Sales Analyst & Support

Sales Assistant

Sales Representative

Senior Analyst

Senior Associate

Senior Engagement Specialist

Senior Manager, Retention and Loyalty

Senior Product Manager

Talent acquisition

Trade Marketing Travel Retail Americas

# YOUR SUCCESS, OUR PURPOSE

IE University is considered one of the world's leading schools 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 2,000 recruiting partners, 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 2022, we hosted more than 282 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



# 2,000

RECRUITING PARTNERS

# 8,300

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 2022/2023 we welcomed +190 recruiting partners on our on-campus facilities, including:

### BANKING / INSURANCE / FINANCIAL SERVICES



### CONSULTING



McKinsey&Company

### CONSUMER PRODUCTS & RETAIL



### GOVERNMENT / INTERNATIONAL ORGANIZATIONS & SOCIAL IMPACT



### HEALTHCARE / PHARMA / BIOTECHNOLOGY



### INDUSTRIAL PRODUCTS



### TECHNOLOGY / TELECOMMUNICATIONS





# IE FOR LIFE

## Belonging to IE alumni comes with benefits that carry on for life

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

- Connect and Network with more than 71,000 Alumni in your field, city or industry
- Discover and join over 82 Alumni Clubs and attend exclusive IE events such as our Global Alumni Weekend

### Take advantage of the following career services

- Career advising at IE, included up to two years after graduation
- Discover job postings with lifetime access to the IE Career Portal with over 8,300 position posted annually and leadership skills resources

### Get ready for your next career move

- Participating in workshops and mentoring opportunities with other Alumni.

### Keep learning with us:

- Stay competitive in the marketplace with ongoing learning opportunities: Coursera online courses, access to research insights and more



## Alumni Plus membership



Upon graduation, we wish to support our IE Alumni to smoothly transition into their next career role.

Recent graduates receive 2 years of complimentary membership of Alumni Plus which includes Career Coaching, Networking Events, Masterclasses with IE professors, and online newspaper and library resources.

# 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
- “Glocal” network
- Worldwide conferences
- Career opportunities for alumni and students

*Find us at one of our international offices*

## 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.

[Know More](#)



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