

Placement Report
Master in Customer
Experience and
Innovation
2022 Graduates

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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 Customer Experience & Innovation cohort. This program is one of the most vibrant and diverse of its 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 Customer Experience & Innovation graduates. No matter the journey they have chosen, we're confident that they will continue to do great things and make a positive impact on the people and communities around them.

This year represented something of a return to normal in comparison to the past few years and the new challenges they posed. That said, the world is moving forward and there is increased emphasis on new and innovative ways of doing things and people capable of moving us into the future. Therefore, organizations are looking for leaders who can nail down the latest marketing strategies, understand and leverage business transformation, and effectively drive innovation that engages consumers and guides businesses into new growth.

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 Customer Experience & 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 Customer Experience & Innovation graduates demonstrate beyond doubt both the effectiveness of the program and their own value as crucial assets in the world of work; 95% of them received a job offer within three months of graduation. Six months after graduation, 100% of the cohort's graduates had received a job offer. Currently, 47.6% of them are working in marketing roles and 23.8% in sales roles. The remaining graduates are working in consulting, operations, product management and strategy roles. From the 2022 cohort, 68% of graduates changed professional sectors. The top recruiters from the program included companies such as Deloitte, PwC, Hyatt, KPMG, L'Oréal and Contentsquare.

Graduates of the Master in Customer Experience & 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 in over 100 countries around the globe. They hold 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



XIMENA CAM

Master in Customer Experience and Innovation

Nationality
Peruvian

Current Position
Senior Business Specialist at Yape



The MCXI program allowed me to create seamless customer experiences with a human-centered design mindset and innovative ways of thinking to deliver customer value.



2022 Graduates' Profile

Nationalities & Regions

46

TOTAL NUMBER OF STUDENTS

27

AVERAGE AGE

4

YEARS AVERAGE WORK EXPERIENCE

21

NUMBER OF NATIONALITIES

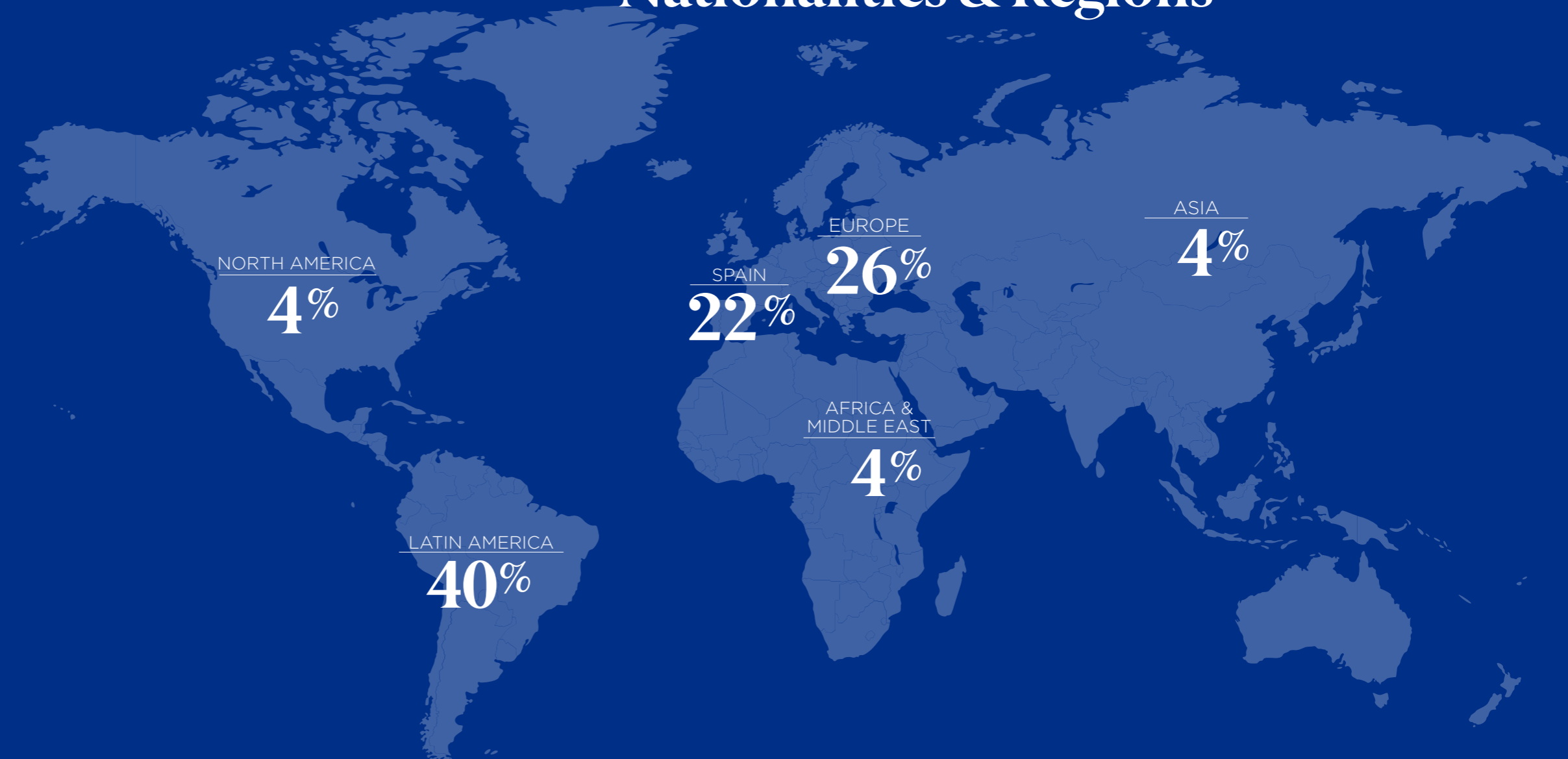
GENDER

17%









MALE

83%

FEMALE



Academic Background

 BUSINESS	42%	 ENGINEERING	3%
 SOCIAL SCIENCES	11%	 HUMANITIES	3%
 ECONOMICS	10%	 TECHNOLOGY	2%
 SCIENCE	8%	 OTHERS	21%

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Consumer Products & Retail	18%	Real estate / Construction	4%
Marketing / Advertisement / Communication	10%	Design & Graphic Arts	4%
Tourism & Hospitality	9%	Industrial Products	3%
Banking / Insurance / Financial Services	7%	Architecture / Urbanism	2%
Technology / Telecommunications	7%	Automotive	2%
Education	6%	Consulting	2%
Healthcare / Pharma / Biotechnology	6%	Media / Entertainment	2%
Fashion	5%	Auditing	1%
Government / NGO	5%	Legal Services	1%
Other	5%	Luxury goods	1%



Companies represented in class



Where our graduates are working now

Sector	% of Alumni
Consulting	32%
Consumer, Luxury & Retail	23%
Technology	18%
International Development + Social Impact	9%
Marketing & Communications	9%
Financial Services	5%
Industrial	4%

Function	% of Alumni
Marketing Roles	48%
Sales Roles	24%
Consulting Roles	14%
Operations Roles	5%
Product Management Roles	5%
Strategy Roles	4%

Job Location	% of Alumni
Spain	50%
Europe	18%
North America	14%
Benelux	5%
LATAM	5%
MEA	4%
Singapore	4%



HÉCTOR ALEJANDRO MAÑUECO MUÑOZ

Master in Customer Experience and Innovation

Nationality
Mexican

Current Position
Manager for Business Process Engineering at BBVA



Having always been a relationship manager for Corporate Banking, I felt the need to update my skill set to align with those required by our current times. IE Business School was a pivotal point in my life, learning how to better manage the relationship with my clients through a human-centered approach. However, little did I know that the skill set gained in both the MBA, and the MCXI, would lead me to become a manager for Business Process Engineering at the largest bank in Mexico, BBVA, completely shifting my career path. What started as a discovery journey without a set path, eventually became a beacon of light to discover amazing opportunities I didn't know existed. I am, proudly, a lifelong member of the amazing IE community.



Top Hiring Companies



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

100%

Job Role Titles

Brand Owner

Business Development

Business Development Consultant

Creative Resource Coordinator

Customer Experience & Business

Development Specialist

Customer Strategy

Digital Media Planner

Finance and Operations Associate

Impact Strategist

Marketing Manager

Operational Marketing Coordinator

Radical Innovation consultant

Sales Development Representative

Senior Associate Product Manager

Senior Consultant

Strategy and Marketing Director

Supervising Senior Advisor

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 2022, 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 2022/2023 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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