CAREER REPORT 2023

MASTER IN

CUSTOMER EXPERIENCE & INNOVATION

ie BUSINESS SCHOOL

CONTENTS

03 INTRODUCTION

05 2023 GRADUATES' PROFILE

06 GRADUATES' PROFESSIONAL BACKGROUND

07 CURRENT CAREER PLACEMENT

10 YOUR SUCCESS, OUR PURPOSE

12 IE FOR LIFE

14 INTERNATIONAL OFFICES

INTRODUCTION

IE Talent & Careers provides impactful career advice, resources and opportunities to our students, helping position them as the best talent in the corporate world. Our diverse network of over 80,000 IE Alumni, drawn from 170 nationalities, is creating value across industries and sectors. Every year, we proudly showcase the achievements of the graduates who complete the **Master in Customer Experience & Innovation**. Our class of 2023 enrolled looking to develop their Marketing, Communication & Sales skills, get ahead of the trends, and use their creativity and unique insight to leave a mark. And they've certainly done that, leveraging the latest techniques and technologies—and the hands-on experience gained at IE University—to launch successful careers in this dynamic sector.

Marketing, Communication & Sales is undergoing rapid evolution, and increasingly connected customers expect greater personalization, seamless omnichannel interactions and their preferred brands' values to align with their own. With digital transformation now a corporate imperative and data-driven decision-making fast becoming the norm, organizations need professionals who can harness storytelling and emerging technologies to connect with modern consumers. They want candidates with proven skills and practical experience, which **Master in Customer Experience & Innovation** graduates possess in abundance, gained through hands-on projects for top companies in the sector.

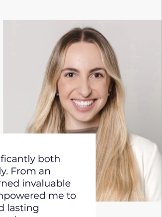
1.5M job opportunities available worldwide in Marketing, Communication & Sales.

OVER **$1.65 TRILLION** global marketing and advertising spending grew by five percent.

67% of marketers expressed optimism about the potential of generative AI in the industry.

ARLETTE YIDIOS HAKIM

MCXI



NATIONALITY
COLOMBIAN

CURRENT POSITION
SENIOR STRATEGIC DESIGNER AT THE COCKTAIL

POSITION BEFORE THE PROGRAM
STRATEGIC DESIGNER AT THE COCKTAIL

"In just one year, I grew significantly both personally and professionally. From an academic perspective, I learned invaluable skills and tools that have empowered me to create solutions of value and lasting impact. However, the greatest lessons came from sharing with students from all around the world, where diverse ideas, perspectives, and visions were woven together. The friendships formed during my time at IE and the memories created are lasting treasures that will always be with me."

CAMILA ANDREA RICO

MCXI

"My experience at IE and Madrid has been life changing, sparking lasting friendships and igniting a deep passion for research. Through exciting projects and interactions with diverse classmates and professors, I have learned the importance of understanding customer needs through data analysis. It has helped me in my current marketing role, where I leverage data-driven insights to differentiate our hotels from the competition and deliver exceptional customer experiences."

NATIONALITY
BOLIVIAN

CURRENT POSITION
OPERATIONAL MARKETING COORDINATOR
HYATT HOTELS CORPORATION

POSITION BEFORE THE PROGRAM
EXECUTIVE SALES ASSISTANT
HYATT CENTRIC SAN ISIDRO LIMA

WHERE OUR STUDENTS WERE WORKING BEFORE STARTING THE PROGRAM

INDUSTRY / SECTOR

CONSUMER PRODUCTS & RETAIL	25%
MARKETING / ADVERTISEMENT / COMMUNICATION	15%
CONSULTING	12%
TECHNOLOGY / TELECOMMUNICATIONS	10%
OTHER	7%
GOVERNMENT / NGO	5%
TOURISM & HOSPITALITY	5%
BANKING / INSURANCE / FINANCIAL SERVICES	5%
REAL ESTATE / CONSTRUCTION	4%
TRANSPORT / LOGISTICS	2%
SPORTS	2%
MEDIA / ENTERTAINMENT	2%
FASHION	2%
CHEMICAL / ENERGY & UTILITIES	2%
ARCHITECTURE / URBANISM	2%

COMPANIES REPRESENTED IN CLASS

Henkel, Grupo Bimbo, Bolt, wedo studios, ikigai, JLL, Debrain

2023 GRADUATES' PROFILE

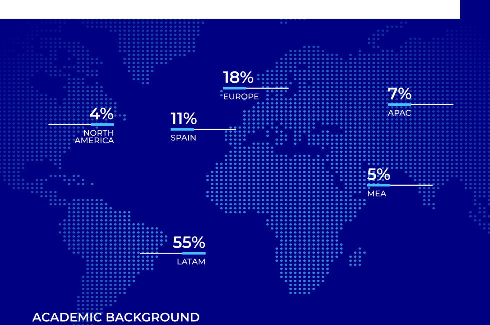
56 TOTAL NUMBER OF STUDENTS

27 AVERAGE AGE

5 YEARS AVERAGE WORK EXPERIENCE

23 NUMBER OF NATIONALITIES

93% INTERNATIONAL



ACADEMIC BACKGROUND

BUSINESS	48%
ECONOMICS	12%
HUMANITIES	9%
SOCIAL SCIENCES	7%
ENGINEERING	4%
SCIENCE	4%
TECHNOLOGY	2%
OTHERS	14%

WHERE OUR GRADUATES ARE WORKING NOW

SECTOR

INDUSTRIAL	19%
TECHNOLOGY	19%
CONSULTING	15%
INTERNATIONAL DEVELOPMENT + SOCIAL IMPACT	15%
FINANCIAL SERVICES	11%
CONSUMER, LUXURY & RETAIL	7%
ARCHITECTURE/URBANISM/REAL ESTATE	4%
LEGAL SERVICES	4%
MARKETING & COMMUNICATIONS	4%
OTHER	2%

FUNCTION

MARKETING ROLES	22%
CONSULTING ROLES	11%
CUSTOMER EXPERIENCE	11%
STRATEGY ROLES	11%
ACADEMIC ROLES	7%
CUSTOMER SERVICES	7%
OTHER JOB ROLES	7%
BUSINESS DEVELOPMENT	4%
HUMAN RESOURCES ROLES	4%
LOGISTICS	4%
PRODUCT	4%
SERVICE DESIGNER	4%
TECH ROLES	4%

JOB LOCATION

SPAIN	58%
LATAM	19%
DACH	11%
EUROPE	4%
INDIA	4%
SEAO	4%

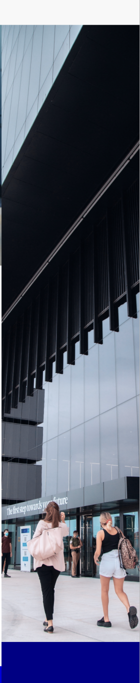
Job seekers who received a job offer within 6 months after graduation **86%**

TOP HIRING COMPANIES

amazon, bmc, Interbank, L'ORÉAL, MOODY'S, Nestlé, SAMSUNG, the cocktail

JOB ROLE TITLES

BRAND STRATEGY · DATA ANALYST · CUSTOMER EXPERIENCE SPECIALIST · GROWTH STRATEGIST · MARKETING & EVENTS COORDINATOR · JUNIOR CONSULTANT · MARKETING SPECIALIST & EBUSINESS CHAMPION · STRATEGIC DESIGNER · INNOVATION STRATEGIST · CUSTOMER EXPERIENCE PROGRAM MANAGER · CUSTOMER EXPERIENCE AND CHANGE MANAGER



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.

Bloomberg Businessweek · FT Financial Times · The Economist · Wall Street Journal

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 Career Discover Advisors help you unlock your potential through unique self assessment tools and methodologies.

Our industry experts explore with you market trends and professional paths that align with your profile and aspirations.

Our 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.

OUR EVENTS

The incredible variety of our events allows **students to engage** with companies at a whole other level. 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

MAKE THE MOST OF IT

During your time at IE University, you will meet with us throughout career education workshops and events, designed to help students land the job that's best for them.

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 we welcomed 300 recruiting partners on our on-campus facilities, including:

TECH: facebook, amadeus, SAP, Uber, Telefónica

FINANCE: S&P Global, Santander, Goldman Sachs, American Express

CONSULTING: Bain & Company, Capgemini, BCG, OliverWyman, Grant Thornton

PHARMA: Abbott, Sandoz, Bristol Myers Squibb

FMCG / LUXURY / RETAIL: Nike, L'ORÉAL, pepsi, P&G, IKEA, essilor, Colgate-Palmolive, Mars, KraftHeinz

INDUSTRIAL / ENERGY: Schneider Electric, Vestas, bp, DHL

INTERNATIONAL DEVELOPMENT: United Nations, ADB Asian Development Bank, Impact Hub, European Bank, Dalberg

REAL ESTATE / ARCHITECTURE AND DESIGN: AECOM, Knight Frank, Cushman & Wakefield

12,000 JOB OPPORTUNITIES

2,100 RECRUITING PARTNERS GLOBALLY

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.

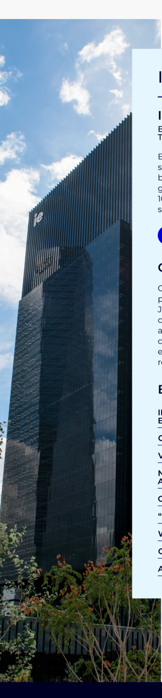
*Alumni Plus Membership required.

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.

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

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