

Placement Report
Master in
Business Analytics
& Big Data
2022 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 our graduates find their place in the professional world. By working individually with students and alumni, the career services team is here to support the IE Community throughout their path to success.

That is why we are very proud to witness the many professional accomplishments of our 2022 Master in Business Analytics & Big Data cohort. This program shapes data-driven leaders who can drive effective business decision-making, and our career services team helped these game-changers 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 Business Analytics & Big Data 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 has shown us that, as our world continues to change, we must find new ways to adapt to it. In light of the digital revolution, businesses are now more reliant than ever before on data and technology. Therefore, organizations are looking for leaders with well-honed business and analytics skills, who can advance organizational transformation and effectively use big data technologies as a powerful driver of disruption.

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 Business Analytics & Big Data 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 Business Analytics & Big Data graduates have shown beyond a doubt to be crucial assets in the world of work, with 96% of them receiving a job offer within six months of graduation. They've accepted roles in various sectors, with 41% working in Technology, 19% in Consulting, 15% in Consumer, Luxury & Retail, and 14% in Financial Services. They have gone on to work in leading companies like Amazon, Tesla, Procter & Gamble and McKinsey & Company are among the top recruiters from this program.

Graduates of the Master in Business Analytics & Big Data 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 70,000 alumni. Our alumni are based in over 100 countries around the globe, holding high-level positions in all types of industries and organizations within the public, private and nonprofit sectors. This network is a huge asset to students, alumni and the IE 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



Guillermo Palacin

Master in Big Data and Business Analytics

Nationality
Spanish

Current Position
Cloud Technical Resident at Google



The program provided a comprehensive understanding of the entire data ecosystem, from technical to business aspects, and the chance to collaborate with classmates from diverse backgrounds and nationalities, similar to the environment I have at Google. The program's faculty, who are professors from leading companies, gave me unique insights into the latest trends in the tech industry. With their expertise and that of industry experts, I gained a wealth of knowledge and practical experience, which has been key to landing my career in tech.



2022 Graduates' Profile

Nationalities & Regions

111

TOTAL NUMBER OF STUDENTS

27

AVERAGE AGE

3

YEARS AVERAGE WORK EXPERIENCE

33

NUMBER OF NATIONALITIES

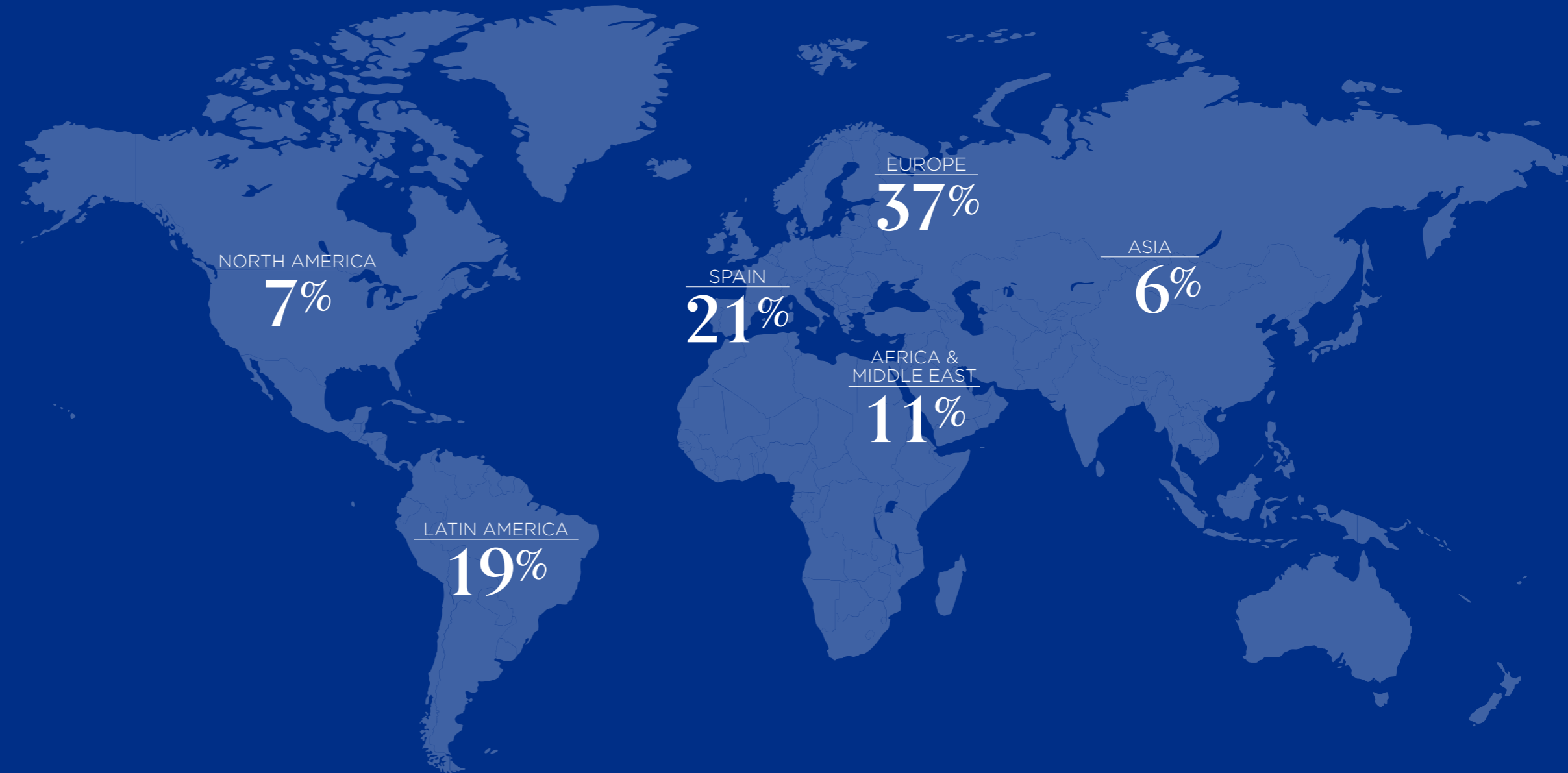
GENDER

30%

MALE

70%

FEMALE



Academic Background



BUSINESS

43%



SOCIAL SCIENCE

8%



STEM

27%



HUMANITIES

8%



ECONOMICS

11%



OTHERS

3%

Where our students were working before starting the program

Industry / Sector

Background	% of students
Banking / Insurance / Financial Services	14%
Consulting	13%
Education	11%
Consumer Products & Retail	9%
Technology / Telecommunications	9%
Other	6%
Healthcare / Pharma / Biotechnology	5%
Industrial Products	5%
Marketing / Advertisement / Communication	5%
Tourism & Hospitality	5%
Real estate / Construction	3%
Transport / Logistics	3%
Automotive	2%
Chemical / Energy & Utilities	2%
Government / NGO	2%
Media / Entertainment	2%
Auditing	2%
Sports	1%
Fashion	1%

Some of the companies represented in class



Where our graduates are working now

Sector	% of Alumni
Technology	41%
Consulting	19%
Consumer, Luxury & Retail	15%
Financial Services	14%
Industrial	9%
Marketing & Communications	2%

Function	% of Alumni
Data Related Roles	45%
Strategy Roles	15%
Consulting Roles	10%
Product Management Roles	8%
Tech Consulting Roles	6%
Finance Roles	5%
Sales Roles	4%
Marketing Roles	3%
Engineering	2%
Operations Roles	2%
Legal Roles	1%

Job Location	% of Alumni
Spain	39%
DACH	15%
Benelux	11%
Europe (Rest)	9%
LATAM	8%
MEA	4%
United Kingdom	4%
North America	3%
APAC (Rest)	3%
Ireland	3%
India	1%



Andrea Palomino Vargas

Master in
Big Data and
Business Analytics

Nationality
Perú

Current Position
Data Analyst at Platanitos



“Professors work on data projects and know the real world, and how they can apply their technical knowledge in companies.” This is key to the practical, entrepreneurial focus of the programs at IE University.” “I think that this program will give me more insights into how I can manage different kinds of projects, and also give me more confidence in myself about the things I already know.” “Candidates don’t need to be “the perfect person who can code or who knows about technology. I think that if you have the motivation to be in this program and you genuinely enjoy it, you’ll do great.”



Top Hiring Companies

Uber



P&G

McKinsey & Company



amazon



BCG



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

96%

Job Role Titles

- | | |
|--|---|
| Account Manager | Associate Managing Consultant |
| AI Business Developer | Associate Solutions Architect |
| Anaesthetics, Intensive Care & Pain Medicine | Business analyst in People Analytics team |
| Analyst | Business Analyst |
| Analyst - Financial Markets Advisory | Business Analytics Consultant |
| Analyst Client Capabilities Private Equity | Business Analytics Intern |
| Analyst Inbound Network Planning | Business Development |
| Analytics Specialist | Business Intelligence Engineer |
| Applied Intelligence Strategy Analyst | Business Intelligence Intern |
| Associate Analytics Manager | Cloud Technical Residency program |
| Associate Consultant | Consultant |
| Associate Data Product Manager | Consultant Data & Analytics |
| | Consultant Financial Transformation |

Job Role Titles

Customer Success Manager

Data Analyst

Data Analyst in Digital Assurance

Data Analytics Specialist

Data and AIOps Consultant

Data Consultant

data engineer

Data Science Analyst

Data Scientist

Data specialist

Data Strategy Consultant

Dathaton at IE

Deputy General Manager (Overseas

Investment Dept.)

EMEA Business Development

ERP and Digital Transformation

Consultant

Especialista de Pricing

Finance Project Manager

Financial Analyst - Investment

Management

Fraud prevention and financial crime - Junior

Gerente en Entrenamiento - Area de

Negocios

Go-To-Market Analyst

Graduate Program

Growth New Business AnalystAnalyst

Head of Sales

Health Monitoring Engineer

Integration Engineer

IT Manager - Business Analyst Global

Homecare

Junior Client Delivery Consultant

Junior Data Analyst

Junior Data Consultant

Junior Data Scientist

Junior Marketing Analyst

Junior Product Manager SaaS Core

Junior Solution Engineer

Manager Data Analytics

Market Analyst

Marketing Manager



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 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



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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