



Placement Report
Master in Digital
Business & Innovation
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 Digital Business & Innovation cohort. This program is designed to mold leaders in business technology, and our career services team helped these future-focused professionals 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 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 further showcased the importance of adaptability in our constantly changing world. In light of the digital revolution, businesses are now more reliant on the technology sector. Therefore, organizations are looking for skilled professionals who can help them foster innovation, thrive through disruption and successfully navigate the challenges posed by today's dynamic digital 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 higher demand than ever before. Amid challenging economic times, our global recruiting outreach has proven to be incredibly effective for these candidates.

Our Master in Digital Business & Innovation graduates are crucial assets in today's market, so it's no surprise that an outstanding 93% of them received a job offer within six months of graduation. Our graduates have gone on to work in different sectors, with 41% in Technology, 15% in Consulting, 15% in Financial Services, 12% in Consumer, Luxury & Retail and 12% in Marketing and Communications. Leading companies like Salesforce, Red Bull, Wunderman Thompson, Google and Bloomberg 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 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

IE Talent & Careers Department



GABRIELLA WEMBSTAD

Master's in digital business and innovation

Nationality
Norway

Current Position
International On Premise Business Insights Specialist at Red Bull



"I can with confident say that master's in digital business and innovation at IE Business School prepared me for a career in tech and business. After graduation I landed at Red Bull as a Business Insight Specialist, and I see many correlations between my daily tasks and the content IE provided us during the master"



2022 Graduates' Profile

Nationalities & Regions

68

TOTAL NUMBER OF STUDENTS

26

AVERAGE AGE

3

YEARS AVERAGE WORK EXPERIENCE

34

NUMBER OF NATIONALITIES

GENDER

54%










MALE

46%

FEMALE



Academic Background

	BUSINESS	63%		SOCIAL SCIENCES	4%
	OTHERS	13%		TECHNOLOGY	4%
	SCIENCE	6%		ENGINEERING	1%
	ECONOMICS	4%		LEGAL	1%
	HUMANITIES	4%			

Where our students were working before starting the program

Industry / Sector

Background	% of students	Background	% of students
Banking / Insurance / Financial Services	13%	Fashion	3%
Technology / Telecommunications	11%	Healthcare / Pharma / Biotechnology	3%
Consulting	11%	Industrial Products	3%
Consumer Products & Retail	9%	Real estate / Construction	3%
Other	9%	Sports	3%
Marketing / Advertisement / Communication	7%	Transport / Logistics	2%
Government / NGO	5%	Luxury goods	1%
Education	5%	Chemical / Energy & Utilities	1%
Agribusiness, Fish & Livestock	3%	Legal Services	1%
Tourism & Hospitality	3%	Media / Entertainment	1%
Automotive	3%		



Companies represented in class



Where our graduates are working now

Sector	% of Alumni
Technology	41%
Consulting	15%
Financial Services	15%
Consumer, Luxury & Retail	12%
Marketing & Communications	12%
Architecture/Urbanism/Real Estate	2%
Industrial	2%

Function	% of Alumni
Sales Roles	25%
Consulting Roles	18%
Strategy Roles	18%
Data Related Roles	8%
Marketing Roles	8%
Product Management Roles	8%
Tech Consulting Roles	8%
Architecture & Design Roles	3%
Engineering	3%
Finance Roles	3%
Operations Roles	3%

Job Location	% of Alumni
Spain	39%
DACH	17%
Ireland	12%
LATAM	10%
Benelux	7%
Europe (Rest)	7%
APAC (Rest)	2%
MEA	2%
United Kingdom	2%



MAXINE MEYERS

Master's in digital business and innovation

Nationality

German

Current Position

Strategy Consultant at Siemens Advanta Consulting



The Master's in Digital Business and Innovation has definitely sparked up my CV just by its name. Having academic experience in subjects that bridges business and technology is very appealing to multiple industries nowadays. The approach of each courses was very hands on and case focused which was very helpful in entering the consulting world. In addition, as I work in tech consulting, the level of technical knowledge that was included in this program was a great aid in understanding the world of digitalization and technology which is of outmost relevance in my work today. Finally, the extraverted and outgoing culture of IE and extracurricular activities such as consulting case preparation workshop has brought out the most confident sides of myself which I continue to portray and develop everyday at work.



Top Hiring Companies

stripe



Uber

Google

fever



FIS

Bloomberg



WUNDERMAN THOMPSON



BCG



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

93%

Job Role Titles

Account Manager, Google Shopping Solutions

Associate

Associate Account Strategist

Brand Partnerships & Music Licensing

Business Analyst

Business Developer

Business Development and Account Representative

Business Development Associate

Business Development Representative

Business Insights Specialist

Business Manager

Business Travel Specialist

City Savings Bank

Commercial Manager - E-commerce & Digital Businesses

Consultant

Customer Success Manager

Digital Marketing Manager

Executive Assistant

Financial Analytics & Sales

International Growth Consultant

Junior Business Analyst

Junior Consultant

Junior Martech consultant

Junior Tech Consultant

LatAm Marketplace Lead Jr.

Project Manager

Sales Account Manager

Sales Development Representative

Sales manager

Sales Support Internship

Senior Business Specialist CX

Social Media Specialist

Speaker Liaison

Strategy Analyst

System engineer

Technology Business Consultant

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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UNIVERSITY