



Employment Report

MBA



where business people grow



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WHEN WAS THE LAST TIME YOU WERE CHALLENGED TO TRANSFORM YOUR WAY OF THINKING AND DOING – YOUR VERY WAY OF BEING?

You choose the road less travelled because this is how you become someone that makes a difference. Who you are is imbedded in everything you do, and you thrive on transformation. You are mindful that change takes place now.

As an EADA graduate, you embark on your career ready for the challenges of today's global world and backed by an extensive alumni community. But don't take our word for it; just take a look at the experience of our graduates in the pages that follow. These testimonials speak to the importance of the journey in developing the skills to succeed and defining your own unique brand of success.

When you look at the list of companies where alumni work, remember that behind this list are the unique stories of our graduates, who are dedicated to achieving professional success, but also to making a real difference in the world around them.

Jordi Díaz
Associate Dean





WHEN WAS THE LAST TIME YOU THOUGHT ABOUT WHAT WAS REALLY IMPORTANT?

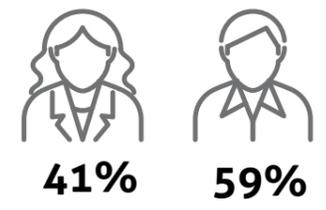
You know that you form part of a greater whole, and you view "global" as a state of mind. You seek to make connections beyond LinkedIn and join a real-life community brought together by the conviction that the world needs more people like you. You do not join the movement; you are the movement, challenging worldviews and inciting change.

Geographic background

97% INTERNATIONAL STUDENTS



Gender

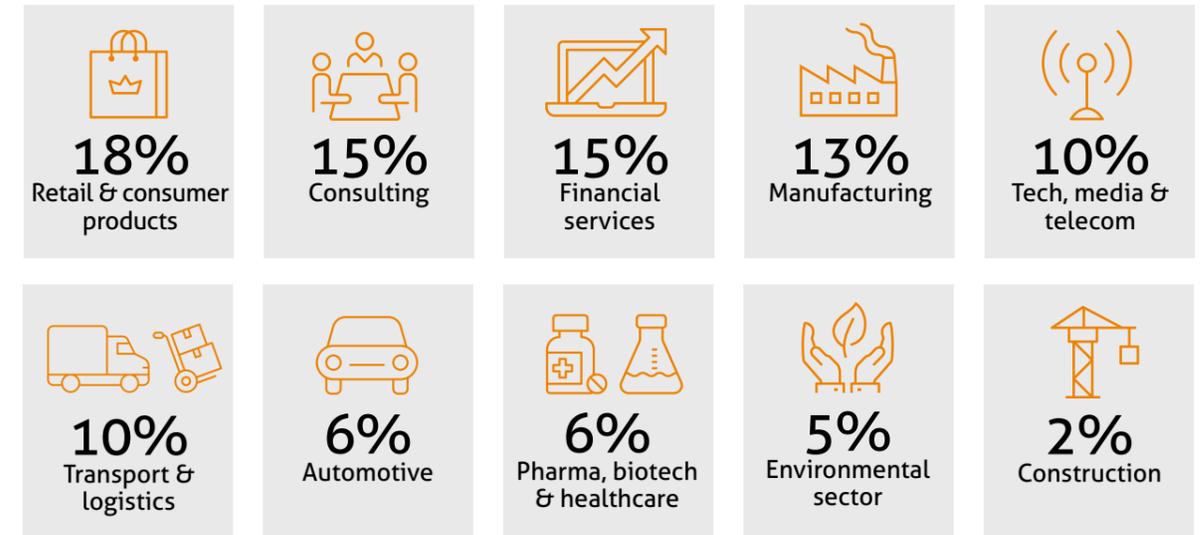


PARTICIPANT PROFILE

Academic background



Professional background

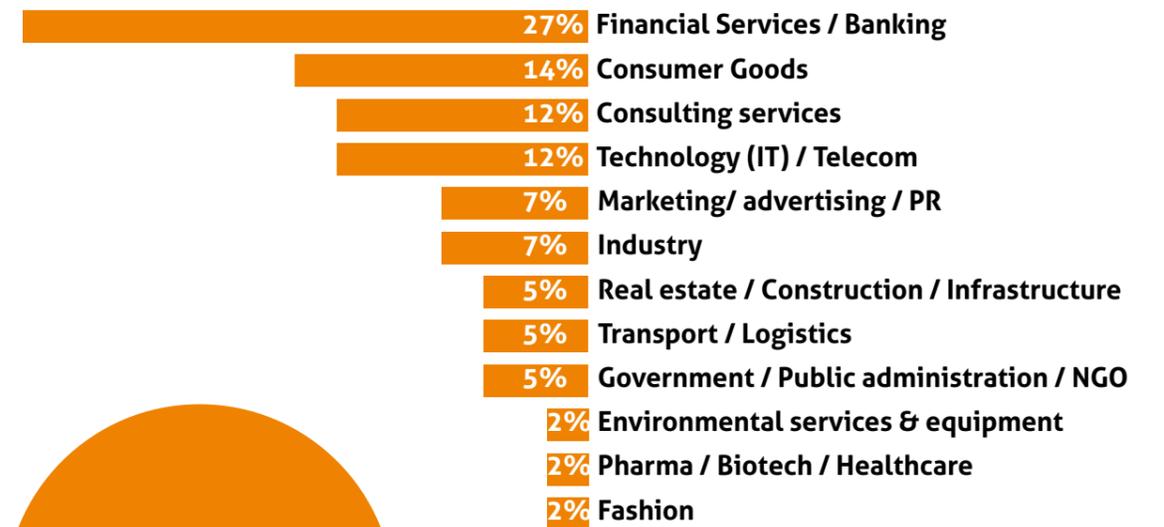




WHEN WAS THE LAST TIME YOU ASKED YOURSELF WHAT "SUCCESS" MEANS TO YOU?

You work towards a future that fits your own unique definition of success. You realise that the culmination of painstakingly achieved milestones is progress towards something bigger than you are. You are a leader because you are not afraid to pose meaningful questions and you understand that sometimes unlearning is the first step forward.

Employment by industry

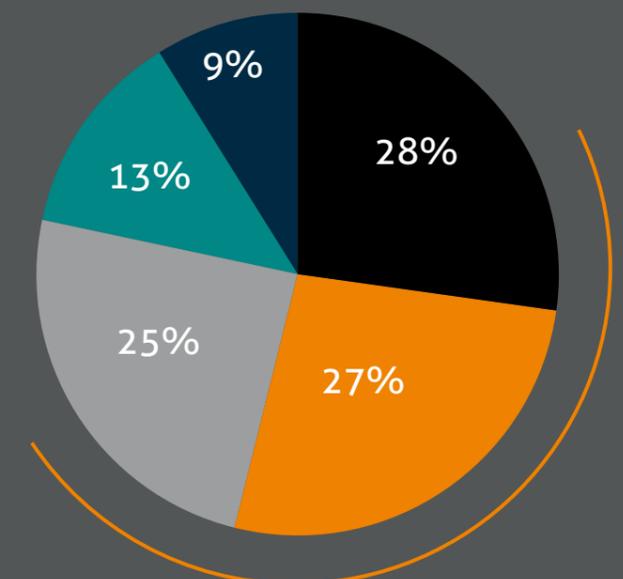


EMPLOYMENT STATS

- 93% Students employed 3 months after graduation
- 100% Used EADA Career advising services
- 117,000 US\$ Average salary (3 years after graduation)

Employment by function

- General management including
CEO
Leadership development
Project management
Entrepreneurship
- Marketing / Sales including
Advertising
Brand management
Product management
- Finance / Accounting including
Investment banking
Investment management / Hedge funds
Venture capital / Private equity / LBO
Corporate finance
- Consulting
- Business development



COMPANIES WHERE OUR GRADUATES WORK



WHEN WAS THE LAST TIME YOU DID WHAT MAKES YOU HAPPY?

You do not live your life on autopilot; you choose happiness. You look beyond titles and corner offices to find what matters most, seeking out a balanced life and engaging critically with the world around you. You believe that good things come to those who go out and get them.

A

Accenture
Almirall
Alstom
Amazon
American Express
Apple
AT&T

B

Bancolombia
Banco de Crédito Perú
Banco Santander
Bayer
BBVA
Boston Consulting Group
BlackRock
BMW
Boehringer Ingelheim
Bosch
BP
British American Tobacco
Burger King

C

CaixaBank
Citi
C.H. Robinson
Converse
Caprabo
Casa Camper
Coca-Cola

D

Deutsche Bank
Deloitte
Danone
DHL

E

Ericsson
E&Y
Expedia

F

Facebook
Fira Barcelona
Freixenet

G

GE
General Motors
GlaxoSmithKline
Globalpraxis
Goldman Sachs
Google
Groupon

H

H & M
Heineken
Henkel
Hewlett Packard
Hilton
HSBC
Hyatt

I

IBM
ING Group
INDITEX Group - Zara
Johnson & Johnson
JPMorgan Chase & Co.

K

Kimberly Clark
KPMG
Kraft
Korn Ferry

L

L'Oréal
Louis Vuitton

M

Management Solutions
Mandarin Oriental Hotels
Mango
MasterCard
McKinsey & Company
Melia International Hotels
Merck
Microsoft
Mondelēz International
Moody's
Motherson

N

Nestlé
Nike
Novartis

O

One & Only

P

P & G
Pemex
PepsiCo
Pfizer
Phillips
PwC

R

Reebok
Repsol
Ricoh
The Ritz Carlton Hotel Co.
Roche
Royal Dutch Shell

S

Sanofi Aventis
SAP
Schneider Electric
Seat
Sony

T

Telefónica

U

UBS
Unilever
UPS

V

Vueling
Vodafone
Volkswagen/Audi

W

Whirlpool

Y

Yahoo!



Ken Kircalioglu
CANADIAN
Management Consultant
Accenture (Canada)

EADA's practical 'learning by doing' approach really stood out to me. In today's fast-changing business world, memorisation is no longer considered an asset. Managers need to possess different skill sets. Whether through case studies, business projects, simulations or team-building activities, EADA's approach helped me sharpen these competencies, preparing me for what was to come.



Michel Abousamra
LEBANESE
Customer Service Team Manager
H&M (U.S.)

The leadership modules at EADA enabled me to know myself, know others and most importantly, to lead, not manage. I used to be afraid of uncertainties, but now I am much more confident in assessing and taking risks to make the best decisions in both my professional and personal life.



Isabella Steyer-Mader
AUSTRIAN
Product & Innovation Manager
Edenred (Mexico)

Doing the EADA MBA was one of the best decisions of my life. The modules in the Residential Training Campus encouraged me to push my personal boundaries and helped me understand the importance of leadership skills.



Manuel Pantin
VENEZUELAN
Brand Manager Clinique
Saint Honoré (Panama)

The MBA helped me understand that service and product providers must capitalise on customer needs to decrease risk. The international business trip was the perfect place to explore how companies anticipate and take care of the small details that customers appreciate.



Phillip Sack
GERMAN
Managing Partner
Ascon Group (Germany)

My year at EADA marked a great learning curve in my professional career, boosting my self-confidence and preparing me to cope with challenging situations. I not only learned the fundamentals of running a business and leading a team, but also improved ability to work efficiently and effectively within a team.



Carlotta Palamenghi
ITALIAN
Account Management
Apple Inc. (Italy)

For me, the MBA was a life experience, not just an educational one. Meeting and working with people from all over the world was a great opportunity to open up and embrace change. After the MBA, I wasn't the same person that I was before.



Islam Tarek
EGYPTIAN
Senior Brand Manager
Beyti - a Joint Venture of Almarai & PepsiCo (Egypt)

At EADA, I became a new person with a strong knowledge base, as well as highly developed strategic thinking and managerial skills. The soft skills modules prepared me to hire the right people and effectively coach, guide and inspire my team in my current position. The EADA experience reshaped who I am today.



Helen U
CHINESE
Growth Strategy Lead
Alibaba Group (China)

EADA helped me transition smoothly to the digital marketing field, where I then got the chance to work in Fortune 500 companies like Amazon and Alibaba. The courses equipped me with the capability to think strategically and make business decisions from a macro perspective.



Jay Thakare
INDIAN
Assistant Manager
CDSL Ventures Limited (India)

The EADA MBA helped me develop an effective approach to solving complex business problems through its 'learning by doing' methodology. The intensity of the programme forced me to think on my feet at all times, closely mimicking real-world pressure and preparing me to handle it. The biggest takeaway from the MBA was the lifelong relationships I developed with faculty and fellow participants from all over the world.



- Top 3**
preferred city for startups in Europe
- Top 9**
in entrepreneurial activity in Europe
- +870M**
euros of funding generated by startups in Barcelona annually
- Home to +50**
leading startup accelerators and incubators*

There is no better place to explore your idea for a new business than in Barcelona, the European entrepreneurial hub. Daily events for entrepreneurs are held around the city and networking opportunities allow key players to collaborate easily.

* SOURCE: "BARCELONA DATA SHEET 2018. Main economic indicators for the Barcelona area". Barcelona Activa, Barcelona City Council.

ENTREPRENEURS IN BARCELONA

WHEN WAS THE LAST TIME YOU EXPERIENCED THE SENSE OF WONDER FROM THAT AHA MOMENT?

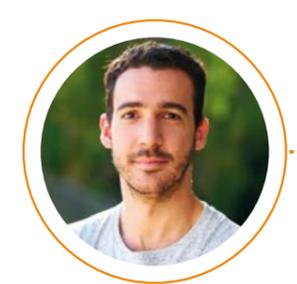
You know that "don't try this at home" is more of an invitation than a warning, and you don't back down. You are as adept at seeing what is not there as you are at reading the writing on the wall. You know that playing tribute to the way things have always been done can be a springboard to innovation.



Joad Lopez
CURAÇAO
Co-founder & CEO
eyescream and friends



As an entrepreneur, I realise that everything I learned during the MBA gave me that extra business confidence, knowledge, and know-how to successfully start a company, but also to manage the different facets of growth in a structured and strategic way.



Simón Borrero
COLOMBIA
Co-founder & CEO
Rappi



The MBA allowed me to dream big, to stop thinking I could only be successful locally. What started as an experiment ended as a startup that caught the attention of the Y Combinator accelerator, which has invested in companies such as Dropbox, Airbnb, Reddit and Instacart. This allowed me to take part in its 3-month training programme in Silicon Valley, where I learned how to enhance the product, attract investors, establish partnerships and create profit.

ENTREPRENEURS IN EADA

Whether you are on your first business or your fifth, the EADA International MBA provides you with the critical thinking skills and insight to effectively work through key challenges in innovation, leadership and risk management. In addition, you develop the confidence to make your elevator pitch keep working for you long after you've graduated. If you accept the challenge, you can even use your Final Business Project to design your business plan with a group of your top classmates.



Programme of studies

The business cases used in class are specially selected to challenge the traditional corporate mindset, integrating the risk-taking and innovative approaches associated with entrepreneurship.



Personalised executive coaching

Dynamic face-to-face interviews to identify and define entrepreneurial objectives, discover new approaches, establish action plans, and align efforts to make your goals a reality.



Entrepreneurship & Society Club

The Club organises a series of events –from guest speakers to talent challenges– promoting critical thinking and exploration of entrepreneurial topics, with the goal of fostering the creation of new ventures and business models.



Leadership Development

You deepen your personal and professional capacities and hone your soft skills with specially designed leadership modules, developing the attitudes and values to make the entrepreneurial leap.



Practical Final Business Project

Your opportunity to find out if you have what it takes to be an entrepreneur and design a business plan with the support of a specialised tutor and a team of your top classmates. More than 75% of projects last year were based on entrepreneurial ventures.



Strategic partnerships

EADA partners with organisations dedicated to promoting innovation in startups such as the Mornings4 Foundation and 4YFN (World Mobile Congress). Current MBA students and alumni have the opportunity to participate in the one-of-a-kind events organised through these partnerships.



Christoph Brughmans

BELGIUM

Co-founder & Director Addiliate.com



At EADA, I learned that you need a good business plan, some guts, a little bit of luck and the right spirit to have a flying start in whatever you do. I learned to think outside the box, to take calculated risks and to be confident.



Rosana Cornejo

ECUADOR

Co-founder MANQA food



The EADA MBA marked the beginning of a shift in my personal and professional life. The broader vision of business and soft skills that I developed provided a springboard to projects that I was passionate about.



WHEN WAS THE LAST TIME YOU WERE ASKED WHAT YOU WANTED TO BE WHEN YOU GREW UP?

You realise that perspective is everything, and know that at a certain age, you start believing in fairy tales again. You share the conviction that grappling with the multiple layers of a challenge is an opportunity for growth. You work to become, not acquire.



Marc Borgstedt
GERMANY
International Senior Key Account Manager
Johnson & Johnson GmbH

The EADA Careers seminar 'Building Your Professional Brand' helped me define my professional vision before even finishing the MBA, and I also attended several recruiting events that expanded my professional network. When I graduated, I felt prepared to re-enter the labour force.

**EADA
CAREERS**

The EADA Careers Department is your partner during your MBA, providing you with the tools to reach your professional goals. You take an active role in your development, defining your career path and preparing for the selection process to bring your goals closer.

DEFINING AND ALIGNING YOUR GOALS

- **INTRODUCTORY PRE-COURSE**
that leads you through the process of building your professional story and effectively communicating it across platforms.
- **YOUR OWN PERSONAL CAREER ADVISOR**
with you every step of the way: from establishing your career goals to landing that dream job.
- **ALUMNI MENTORING PLATFORM**
to connect current participants and expert alumni in the EADA community.

PREPARING FOR THE SELECTION PROCESS

- **WORKSHOPS & INTERACTIVE WEBINARS**
to keep you informed about labour market trends in diverse fields, develop your personal brand and hone your skills to succeed in any selection process.
- **LEGAL GUIDANCE SEMINARS**
to learn the ins and outs of working in Spain as a foreigner.

CONNECTING WITH TOP COMPANIES

- RECRUITING EVENTS on and off campus to ensure that you meet the right people to make your professional goals a reality.
 - Corporate presentations
 - Company visits
 - Area-specific on-campus recruitment presentations (retail & marketing, finance, startups)
- EXCLUSIVE JOBSITE with more than 1,700 job offers published annually by companies recruiting top talent from EADA.
- GRADUATE PROGRAMMES in top companies like Microsoft and Amazon to grow your skills while learning about leading companies from the inside out.
- ONLINE RESOURCES such as virtual job fairs and the MBA Exchange to give you a leg up on the competition, plus access to country-specific information about the international job market.



Maria Briones
 SPAIN
 Key Account Manager
 Anheuser-Busch InBev

Don't settle for just any job after the MBA; decide what you want to do and you will succeed. Use the network and tools provided by EADA – this makes the difference.

You have access to top companies through on and off-campus recruiting events and specialised online resources. Take a look at some of the leading companies recruiting at EADA.

- | | | | |
|-----------------|-------------------|-------------------|---------------------|
| ACCENTURE | CREDIT SUISSE | IBM | THE NIELSEN COMPANY |
| ADIDAS | DELOITTE | JOHNSON & JOHNSON | NISSAN |
| AMAZON | DEUTSCHE BANK | LOUIS VUITTON | P&G |
| BANK OF AMERICA | ELI LILLY AND CO. | L'ORÉAL | PEPSICO |
| BAYER | ERICSSON | MANGO | PWC |
| BP | E&Y | MARS | SEAT |
| BOSCH | GOOGLE | MICROSOFT | SHELL |
| BURGER KING | H&M | NETFLIX | SIEMENS |
| COCA-COLA | HP | NESTLÉ | VODAFONE |



Dean Sadek
 UNITED STATES
 Executive Director
 Morgan Stanley Private Bank

EADA helped me develop a skill set that included public speaking, working in teams, and critical thinking. These skills have allowed me to excel in my career and stay relevant.

-  EADA Students and alumni
-  @eada_world
-  EADABusinessSchool
-  linkedin.com/company/eada
-  master-mba.blogs.eada.edu
-  eada_world

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CITY CENTRE



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barcelona