

Er

Employment Report 2023

FULL TIME, PART TIME, AND ON-SITE
EXECUTIVE MASTERS MODALITIES

eae.es

It's never too late
to be what you
might have been

- George Eliot



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EAE Business School

Leading sustainable business transformation

As a international institution that, at the same time, is a close-knit community, at EAE Business School, we are committed to anticipating and proactively adapting to the changing demands of the business landscape. We lead the way in training highly employable and successful professionals.

Our mission focuses on designing and running practical, participant-oriented programs designed to develop the critical thinking and innovative mindset required by the future leaders of the sustainable transformation of organizations.

We have built an outstanding reputation for our School's continued excellence and its global projection in the educational and business sectors around the world. Our commitment is to keeping driving our students' professional success.

EAE Business School has consolidated its status a trailblazer setting the standard in training business leaders equipped to tackle the challenges of the modern business world. Our network of partners, comprehensive methodology and commitment to excellence reinforce our role as a driving force of positive and sustainable change. As we progress, we continue to lead business transformation and contribute towards the development of professionals with an innovative and transformative vision.

In a professional world in a constant state of change, sustainable employability has become a key goal not only for people trying to find a job, but also for anybody who wants to thrive throughout their professional career.



10 TIPS FOR BOOSTING YOUR SUSTAINABLE EMPLOYABILITY

- 1 Expand your range of skills
- 2 Invest in lifelong learning
- 3 Build a solid professional network
- 4 Maintain a positive, resilient attitude
- 5 Define your personal branding
- 6 Keep your digital presence updated
- 7 Foster collaboration and teamwork
- 8 Take part in volunteering and social projects
- 9 Show initiative and proactiveness
- 10 Perfect your communication skills



Federica Assandria
Director of Talent for Impact
Madrid



Anna Boixader
Director of Talent for Impact
Barcelona

At EAE Business School, we strive to offer our students sustainable employability,

which begins with the student's decision, continues with the development of an action plan before the start of the program, and ends with our support to generate their value proposition for the market, raising their visibility and transforming the traditional model of student-company interactions.

This is how we develop professionals with cross-cutting training, equipped to tackle new challenges and an experience that fosters their entrepreneurial capacity..

Talent for Impact is the department that gives students access to the tools to develop their own value proposition to join the labour market.

Our mission is to boost the employability of these professionals by equipping them with tools to facilitate their personal transformation personal and enhance their professional project. The team covers all the different sectors and markets to offer our students the best opportunities.

WE OFFER TWO BIG TRACKS

1 Professional Careers
This focuses on promoting and boosting our students' employability so that they can join or make progress in the business world.

2 Entrepreneurship and Innovation
This track focuses on accompanying students who plan to create or develop viable projects in a newly created company or scale up an existing venture to boost its growth.

Professional Careers

EAE's goal is to accompany and empower talent throughout their personal and professional growth, connecting them with their purpose and the business world.

To establish a viable purpose, it is essential to have extensive knowledge of the student, the labour market and the latest trends that are emerging.

The Professional Careers Service is run by a team of Career Advisors, professionals specializing in key fields of knowledge such as General Management, Marketing and Sales, Finance, Human Resources, Supply Chain and IT. Each Career Advisor has expertise, in-depth knowledge and influence both in terms of the profiles and the markets of interest.



YON IRIARTE
TALENT ACQUISITION MANAGER | L'ORÉAL PARIS

“Without a doubt, EAE is one of the most proactive educational institutions that I have ever worked with, right from day one of my professional career, all the way back to my first scholarship, almost six years ago.

Ever since then, whenever I have needed the School's support, we have managed to generate effective synergies thanks to its focus on its students' career development. This constant support, always striving to give the best service, is reflected in the relationships that the School builds with companies.

EAE has always responded to my queries and requests, always trying to ensure the possibility of achieving a shared goal.

Moreover, the level of the students has always been very high, with a resolute attitude and great potential, regardless of their position or the project they are managing”.



AINA MUIXÍ
TALENT SPECIALIST | GAES - AMPLIFON

“My experience with EAE Business School has been really positive. I would highlight the diversity and talent development, as well as the fact that all the students display a really great attitude towards learning and professional growth.

One of the School's initiatives that, in particular, we at GAES, an Amplifon brand, really rate highly is Talent EAE, the employability fair that the School organizes with the participation of students on its Bachelor Degree, Postgraduate, Master and MBA programs. The event is a great opportunity to discover young talents and present our company and employment opportunities at both a junior and senior level”.



Career Journey

The service that we provide to the students of EAE Business School **consists of three phases.**

It begins before the start of the course and continues throughout the program until the very end of it.

IT IS STRUCTURED
IN THE FOLLOWING
WAY:



Discovery Phase

We accompany the student from enrolment right through to the start of the program. This is a stage of self-knowledge, to discover their challenges and begin to work towards making their professional project a reality.

This accompaniment is rounded off with a number of workshops designed to enable them to deal with professional uncertainty more effectively, giving them a clearer insight into what is changing in the professional world and how this can affect their career.

Later, once the academic year has begun, we start preparing the students by defining their professional strategy and career plan, with the aim of aligning their profile with their professional goals and aspirations.

Depending on these career objectives, as well as their prior experience and current employment status, we design a personalized program adapted to every need.



ARACELY OCÓN

MASTER IN HUMAN RESOURCES
AND TALENT MANAGEMENT 2304

“Taking part in the Careers program for EAE students was a really rewarding experience. The activities organized, such as the company visits, gave me a practical overview of the employment landscape and enabled me to explore different sectors.

The guidance sessions for improving our career roadmap were a crucial part of the program.

Networking with companies gave me the opportunity to establish direct connections with professionals in the industry. I had the chance to expand my network of contacts and these interactions gave me a more in-depth understanding of the expectations of the labour market”.



JUANITA RINCÓN

MASTER IN CORPORATE COMMUNICATION 2210
WESTINGHOUSE ELECTRIC COMPANY

“Being accompanied by my Career Advisor over the course of the year of my Master was a really special experience. I benefitted from her guidance, orientation and support, encouraging me and giving me the tools and space to develop. In my opinion, she always gave me support with a real personal touch and warmth, which gave me a feeling of validity and confidence that is so important when tackling the challenge of the professional world somewhere that is not your home country.

Moreover, the service is really well centralized. It is easy to work out who you should contact and, most importantly, I have always felt that the solutions or accompaniment I received matched my needs. My Advisor was a very open, charismatic person with a real perceptiveness for people’s needs, always taking on board any feedback that I gave her, which shows flexibility and the capacity to keep on improving”.

Development Phase

We define an action plan in line with the student’s profile, which includes training and guidance to improve their positioning and set themselves apart from other candidates.

This phase is divided into different activities:



PERSONALIZED GUIDANCE:

We work individually with the student to identify their strengths and areas for improvement together. We then design the professional strategy plan that best suits them, aligning their curriculum and personal branding with the reality of the labour market, and monitoring their progress until they achieve their professional.

We provide focused support in line with their professional profile, sectors and experience through a team of specialists and employment consultants.



TRAINING:

We organize workshops designed to improve the students’ incorporation into the labour market, with advice from expert consultants, through a program focused on developing the strategy depending on their objectives and competencies.



DIEGO MONTECINOS

MASTER IN SUPPLY CHAIN
MANAGEMENT & LOGISTICS 2304

“Joining the employment market in a different country and sector to usual poses a considerable challenge. I really appreciate all the guidance given by the lecturers and the Careers team at EAE. They gave me a valuable understanding on the importance of networking and the dedication it takes to find a job.

I now feel so lucky to have been able to have done and successful completed my internship in a dynamic company, tackling challenges in a globalized and constantly changing world”.



Visibility and Networking Phase

More than 500 companies visit the campus of EAE Business School each year to run activities, interviews and recruitment campaigns for candidates. We boost the students' professional visibility among recruiting companies through a range of activities organized over the course of the academic year, giving students the opportunity to put the knowledge and skills acquired on their programs into practice.

Moreover, through the Career Center, on JobTeaser, the School posts more than 20,000 internship and job offers at a national and international level, generating the opportunities that our students are looking for.



MALEXY QUINTERO

MASTER IN FINANCIAL CONSULTANCY AND PLANNING 2204 | FAIN PUERTAS

“In general terms, I find the Professional Careers Service to be an excellent tool and, as such, a great opportunity to join the Spanish workforce. In fact, I had no idea that this service existed until I decided to contact EAE, which then reinforced my decision to come to Spain to take a Master. For all this, I am very grateful and really appreciate every piece of guidance they gave me to help improve my profile, adapt my CV and even interact better with the companies that contacted me.

Without a doubt, this Master has enabled me to gain new knowledge that I will apply in my professional life. In particular, the Professional Careers has helped me a great deal to break into the Spanish professional market”.



POL GALINDO

SENIOR TALENT ACQUISITION DEPLOYMENT SPECIALIST |
APM TERMINALS BARCELONA, GRUPO A.P. MOLLER - MAERSK

“For us, it is an honour to be able to work with EAE. This year, we have had the opportunity to have students working with us and it gives us great satisfaction that one of them had decided to stay with us and form part of our team”.



AGUSTÍN ARERO

DIRECTOR OF THE PROJECTS AND SERVICES OFFICE |
KONICA MINOLTA BUSINESS SOLUTIONS SPAIN, SA

“Working with EAE to find talent among the students on the School's Masters, in our case, particularly those related to Project Management, has become one of the main channels for recruiting new profiles to our Projects and Services Office. This is due both to the Career Service's efficiency and accompaniment throughout the process and, very importantly, to the great profiles of the students on the different Masters”.



EAE Talent

Celebrating its seventh edition, Talent EAE 2023 has **consolidated its status as one of Spain's biggest private employment fairs run by a business school.** With the participation of more than 200 companies, this year's event was held at the Civitas Metropolitano Stadium in Madrid and the Fundació Antoni Tàpies in Barcelona.

Over the course of the eight-hour event, more than 2,500 participating students had the opportunity to meet the recruitment and talent acquisition teams of leading international companies such as Airbus, Lego, PWC, LVMH, L'Oréal, BBVA, Banco Sabadell, Mango, Nestlé, Swarovski, Tesla, Desigual, Seat and Danone, to name just a few. Moreover, they had the chance to take part in activities in which companies such as PepsiCo and Goiko Grill gave presentations on the current reality of their companies, giving participants an in-depth insight into the strategies that have got them where they are today.



LICEL CADENAS LANDÁ

MANAGER OF THE LEGAL AND ADMINISTRATIVE DEPARTMENT | **LEGAL BOX**

“Working with EAE’s Professional Careers team has been a really rewarding experience for our company. Not only have they offered the company quality candidates, who are well-rounded professionals that adapt to our needs, but they have always been very thorough and attentive throughout all the processes, helping us with all the administration involved in taking on the chosen candidates and always following up and monitoring progress effectively”.



PABLO RODOGNO

SENIOR HUMAN CAPITAL MANAGER | **CROWE SPAIN AUDIT & ADVISORY**

“It is a real pleasure to work with the Professional Careers at EAE. We currently have talent from the School on our team and are sure to take on more in the future, as they make the process easy, dynamic and fast. At Crowe we give EAE talent a big thumbs up for its training, development and professionalism!”

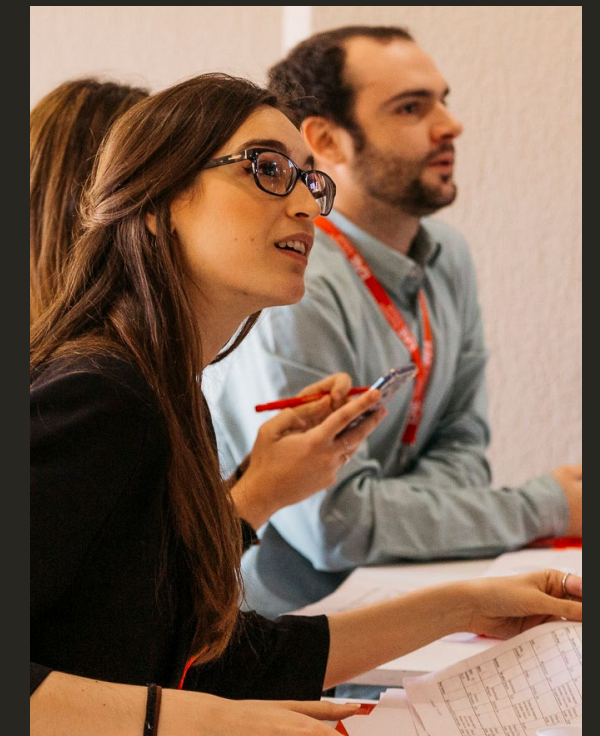
Connecting to sessions

These sessions clearly focus on bringing together our partner companies' employment opportunities and the students of EAE Business School.

"Connecting to" is designed to cater for the need of national and international to boost their employer branding, giving them the opportunity to make corporate presentations and publicize their vacant positions, all with the added bonus of being able to begin their selection processes in the sessions themselves. These sessions are run on the EAE Campus or at the companies' offices.

Last year, EAE ran 30 of these sessions, with leading companies such as Hard Rock Hotel Madrid, L'Oréal, Makro, Desigual, Unilever, Boehringer Ingelheim, Viajes El Corte Inglés and Grupo Planeta, among many others.

During the initiative, we ran a recruiting series, which gave students the chance to begin selection processes in 22 top companies in different sectors, including Adecco and LHH, Cepsa, Autodesk, Marriot Hoteles, Grupo Planeta, Grupo Hotusa, PWC, Hays, Michael Page, Talenom, Beam Suntory and Leroy Merlin, to name just a few. Over 200 speed interviews were held and different group exercises, adapted to the each company's needs, with 406 students taking part in person at the EAE Business School campus.



EFMD 2023

October Global Fairs,
Powered by Highred

EFMD is a global non-profit organization with over 954 member institutions operating in 92 countries, . It boasts a network of 30.000 professionals, generating a platform that fosters information, research, networking and, most importantly, a fruitful discussion about innovation and best practices.

As a member of EFMD, EAE Business School has access to the platform, which has now consolidated its status as a key tool for enhancing students' visibility at an international because, as well as giving participants access to job and internship opportunities, it also enables them to interact with the top recruiting companies around the world, such as ABInbev and AXA, among others.

Student Profile

Student profile Master EAE

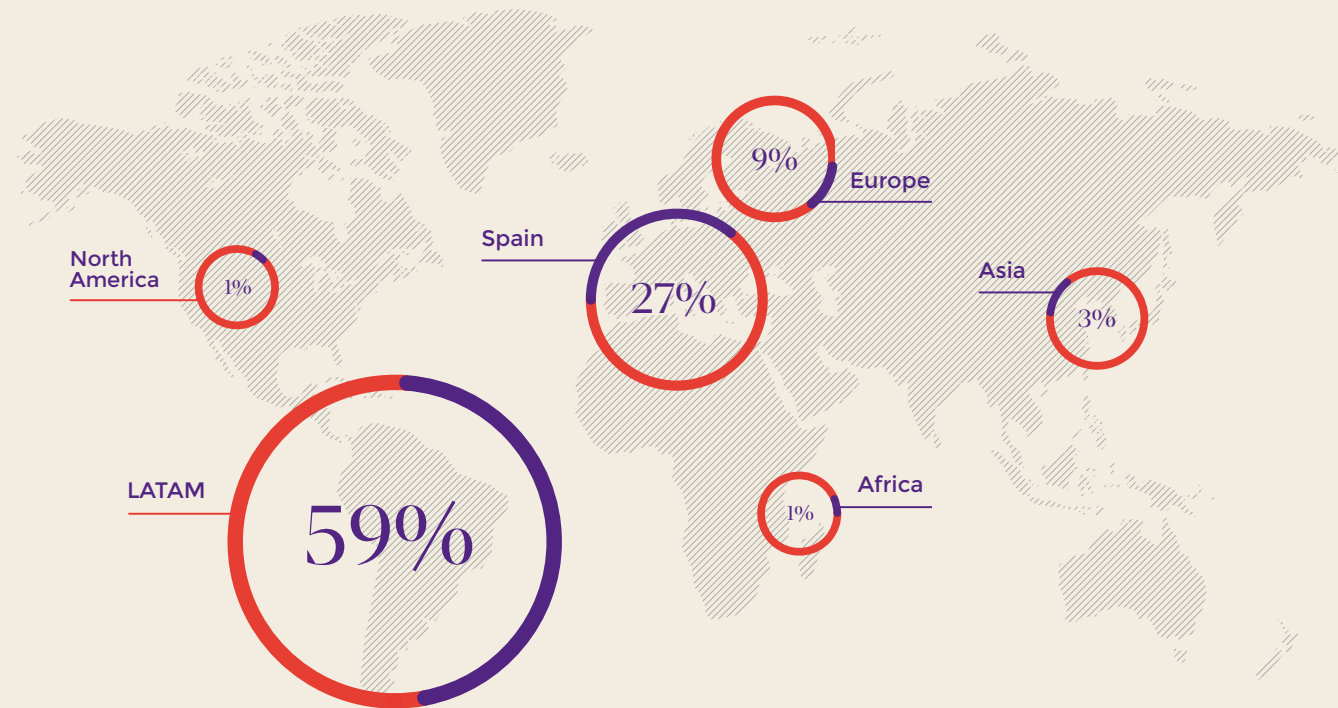
AVERAGE AGE

28
YEARS

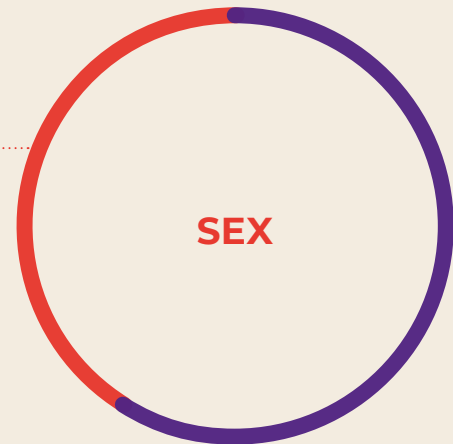
EXECUTIVE AVERAGE AGE

33
YEARS

MARKET

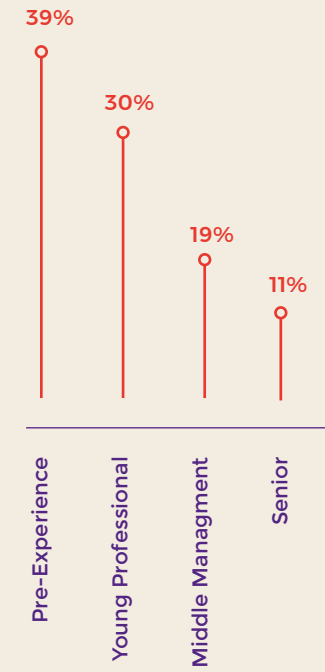


41%
MALE

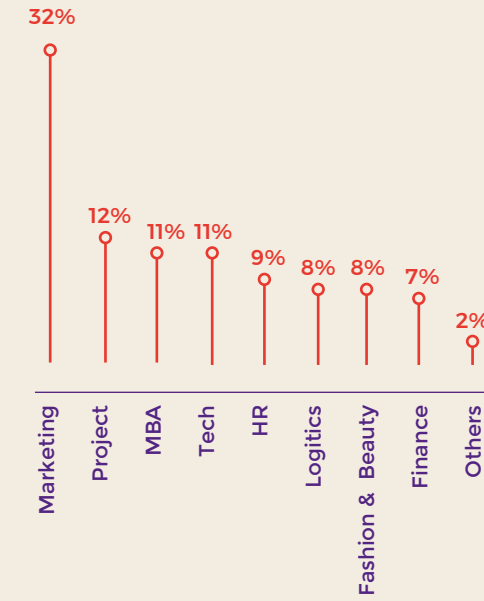


59%
FEMALE

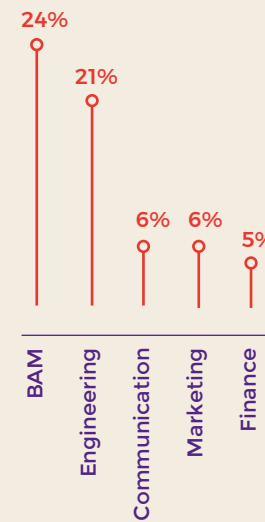
PROFILE



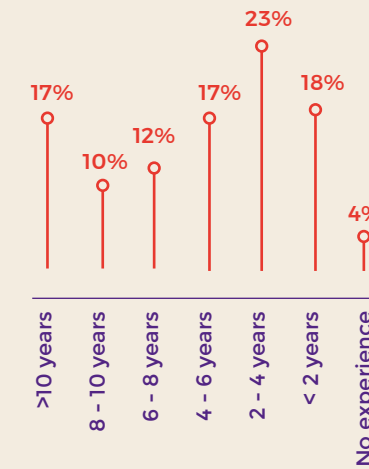
AREA



QUALIFICATION



PROFESSIONAL EXPERIENCE



56%

OF STUDENTS HAVE OVER 4 YEARS' EXPERIENCE

46%
Employment status

42%
Working (employed)



12%
Working (self-employed/entrepreneur)

54%

WORK WHILE STUDYING



MIRIAM GIURFA BARRIENTOS

MBA

“Thanks to EAE Business School, and particularly to the Careers Department and its continuous and dedicated support, I have been able to take the MBA and do my internship in a really important company in Spain and Italy. I am now coming to the end of my time as a student and the company has directly offered me a job opportunity”.



ALEJANDRO HENAO MESA

MBA 2304

“Thanks to my Career Advisors at EAE, we had the chance to make contact with big international companies and interact with different people, which opened up the labour market for us and helped us define our professional path and the goals we want to achieve in the future. As far as I am concerned, it was an excellent experience and a unique opportunity to grow academically and professionally”.

Triple Jump

37%

CHANGE SECTOR

40%

CHANGE THEIR COUNTRY OF RESIDENCE

61%

CHANGE ROLE

Triple Jump
Triple Jump
Triple Jump



Salary Progression

ER 2023

MBA & Business Management Area

Program	Before the master	3 Months after	6 Months after	Current	% Ev.
Executive MBA FT/PT	€ 64,615	€ 77,933	€ 82,250	€ 90,741	40%
Global Executive MBA H	€ 67,052	€ 69,705	€ 71,768	€ 94,542	41%
MBA FT	€ 37,576	€ 41,391	€ 62,000	€ 82,045	117%
International MBA FT	€ 45,376	€ 50,235	€ 60,987	€ 72,237	59%
Luxury Brand Management MBA FT	€ 32,900	€ 34,000	€ 37,800	€ 44,085	34%
Master in International Business FT	€ 33,223	€ 47,148	€ 50,726	€ 59,489	79%
MBA ENG FT	€ 43,050	€ 58,450	€ 70,700	€ 83,300	93%
Master in Management FT	€ 30,146	€ 34,200	€ 40,933	€ 54,089	79%
International Business FT	€ 35,000	€ 50,400	€ 53,200	€ 56,000	60%
Master in Sports Management FT	€ 32,666	€ 37,800	€ 40,133	€ 42,933	31%

GENERAL FIGURES FOR MBA AND BM AREA

63%

AVERAGE EVOLUTION BY AREA

€42,160

AVERAGE SALARY BEFORE MASTER

€67,946

AVERAGE CURRENT SALARY

Marketing Area

Program	Before the master	3 Months after	6 Months after	Current	% Ev.
GM in Corporate & Digital Communication H	€ 29,200	€ 32,540	€ 37,897	€ 48,632	67%
Master in Corporate and Digital Communication FT	€ 28,775	€ 32,800	€ 36,355	€ 44,350	54%
Master in Commercial & Sales Management W	€ 55,080	€ 57,600	€ 65,200	€ 84,560	54%
GM in Digital Marketing & E-Commerce H	€ 35,000	€ 45,000	€ 49,200	€ 62,000	77%
Master in Digital Marketing & E-Commerce (ENG) FT	€ 33,800	€ 40,444	€ 43,555	€ 49,255	46%
Master in Digital Marketing & E-Commerce FT	€ 27,883	€ 29,618	€ 34,536	€ 44,445	59%
Master in Digital Marketing & E-Commerce FT	€ 35,700	€ 38,733	€ 39,523	€ 48,914	37%
Master in Marketing Management PT/W	€ 36,925	€ 39,200	€ 45,600	€ 72,287	96%
Master in Marketing and Sales Management (ENG) FT	€ 33,666	€ 44,481	€ 51,866	€ 62,015	84%
GM in Marketing & Commercial Management H	€ 35,000	€ 36,400	€ 53,200	€ 56,000	60%
Master in Marketing & Commercial Management FT	€ 30,202	€ 33,330	€ 40,494	€ 46,494	54%
Master in Psychology and Consumer Behaviour FT	€ 41,600	€ 44,200	€ 46,200	€ 51,000	23%
Master in Events Management and Organization FT	€ 24,000	€ 29,255	€ 31,517	€ 32,333	35%

GENERAL FIGURES FOR MARKETING AREA

57%

AVERAGE EVOLUTION BY AREA

€34,371

AVERAGE SALARY BEFORE MASTER

€54,021

AVERAGE CURRENT SALARY



Salary Progression

ER 2023

Finance Area

Program	Before the master	3 Months after	6 Months after	Current	% Ev.
Global Master in Corporate Finance (MADRID ONLY) H	€ 33,333	€ 40,000	€ 53,333	€ 44,500	34%
Master in Finance FT	€ 31,027	€ 37,136	€ 44,090	€ 57,137	84%
Master in Finance (ENG) FT	€ 30,500	€ 38,640	€ 48,800	€ 61,000	100%
Master in Financial Management PT	€ 40,250	€ 44,800	€ 51,100	€ 55,150	37%
Master in Stock and Financial Markets (MADRID) FT	€ 35,000	€ 36,400	€ 51,200	€ 59,000	69%
Master in Financial Consultancy and Markets PT	€ 33,000	€ 43,200	€ 44,550	€ 51,750	57%
Master in Data Science for Finance FT	€ 30,200	€ 31,254	€ 36,800	€ 48,100	59%
Master in Economic Analysis of Law and PA FT	€ 37,100	€ 38,500	€ 40,600	€ 56,000	51%

GENERAL FIGURES FOR FINANCE AREA

61%

AVERAGE EVOLUTION BY AREA

€33,801

AVERAGE SALARY BEFORE MASTER

€54,079

AVERAGE SALARY BEFORE MASTER

HR Area

Program	Before the master	3 Months after	6 Months after	Current	% Ev.
GM in Human Resources & Talent Development H	€ 39,550	€ 43,654	€ 47,600	€ 55,844	41%
Master in Human Resources & Talent Development FT	€ 32,475	€ 36,800	€ 43,320	€ 60,228	85%
Master in Human Resources FT	€ 28,500	€ 33,493	€ 39,523	€ 47,837	68%
Master in Human Resources PT/W	€ 46,822	€ 50,244	€ 56,420	€ 69,380	48%

GENERAL FIGURES FOR HUMAN RESOURCES AREA

61%

AVERAGE EVOLUTION BY AREA

€36,836

AVERAGE SALARY BEFORE MASTER

€58,322

AVERAGE CURRENT SALARY

Supply & Project Area

Program	Before the master	3 Months after	6 Months after	Current	% Ev.
Global Master in Project Management H	€ 45,200	€ 47,450	€ 59,550	€ 74,895	66%
GM in Supply Chain Management & Logistics (ESP) H	€ 48,200	€ 54,200	€ 71,120	€ 95,891	99%
Master in Project Management FT	€ 33,800	€ 37,163	€ 41,109	€ 51,176	51%
Master in Project Management W	€ 56,733	€ 59,320	€ 69,933	€ 89,954	59%
Master in Supply Chain Management & Logistics (ESP) FT	€ 39,026	€ 41,116	€ 49,109	€ 72,221	85%
Master in Supply Chain Management & Logistics (ESP) PT	€ 62,000	€ 65,400	€ 73,200	€ 89,127	44%
Master in Project Management (ENG) FT	€ 35,200	€ 43,600	€ 48,500	€ 60,600	72%
Master in Supply Chain Management & Logistics (ENG) FT	€ 34,020	€ 35,233	€ 42,646	€ 44,920	32%

GENERAL FIGURES FOR SUPPLY & PROJECT AREA

64%

AVERAGE EVOLUTION BY AREA

€44,272

AVERAGE SALARY BEFORE MASTER

€72,348

AVERAGE CURRENT SALARY

Salary Progression

Tech Area

Program	Before the master	3 Months after	6 Months after	Current	% Ev.
Master in Big Data & Analytics (ENG) FT	€ 36,060	€ 49,969	€ 51,100	€ 61.279	70%
Master in Big Data & Analytics (ESP) FT	€ 31,309	€ 36,666	€ 44,218	€ 57.792	85%
Master in Big Data & Analytics (ESP) PT	€ 63,000	€ 79,333	€ 81,666	€ 92.633	47%
Global Máster en Business Analytics & Data Strategy H	€ 64,700	€ 85,000	€ 87,500	€ 101.000	56%
Master in Entrepreneurship and Innovation FT	€ 29,400	€ 32,100	€ 37,200	€ 46.300	57%
Master in UX & Customer Experience FT	€ 38,700	€ 45,000	€ 58,000	€ 70.000	81%
Master in Customer Experience & Innovation W	€ 56,000	€ 63,000	€ 63,000	€ 75.225	34%
Master in Customer Experience & Innovation FT	€ 48,300	€ 52,850	€ 65.450	€ 71.640	48%

GENERAL FIGURES FOR TECH AREA

60%

AVERAGE EVOLUTION BY AREA

€45,933

AVERAGE SALARY BEFORE MASTER

€71,983

AVERAGE CURRENT SALARY

GENERAL STATISTICS

52%

AVERAGE EVOLUTION OF ALL PROGRAMS AND AREAS

€40,109

AVERAGE SALARY BEFORE MASTER

€59,972

AVERAGE CURRENT SALARY

Geographical Region

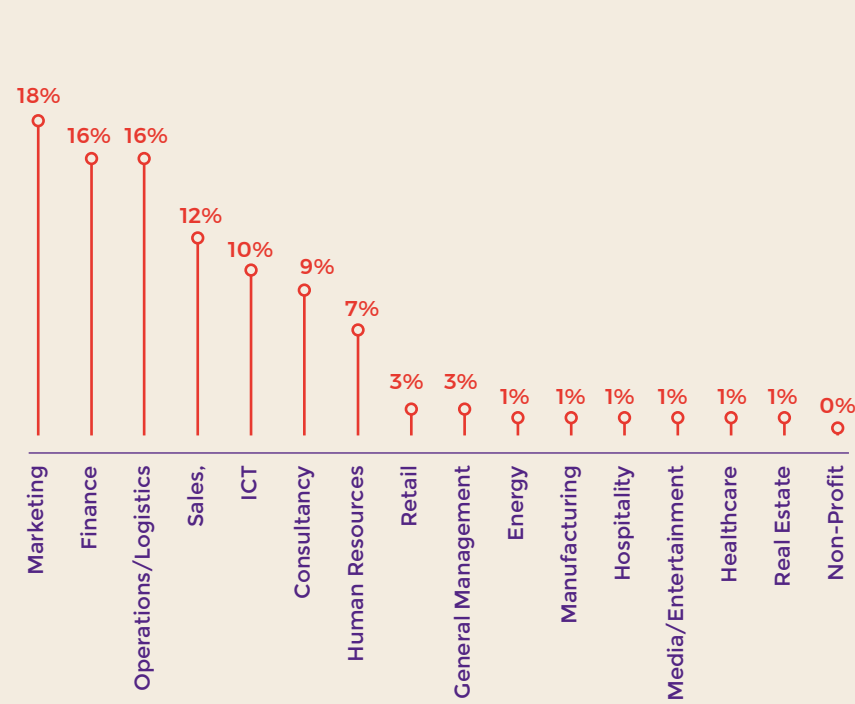
Program	Before the master	3 Months after	6 Months after	Current	% Ev.
Europe	€ 37,717	€ 41,983	€ 53,318	€ 68,797	82%
Latin America	€ 38,837	€ 43,983	€ 49,989	€ 56,945	47%
North and Central America	€ 40,266	€ 48,405	€ 55,370	€ 72,171	79%
Asia - Pacific	€ 26,600	€ 34,602	€ 38,869	€ 48,635	83%
Africa and Middle East	€ 25,200	€ 33,600	€ 35,477	€ 40,478	61%

Sectors

Program	Before the master	3 Months after	6 Months after	Current	% Ev.
Consultancy	€ 36,135	€ 39,545	€ 44,650	€ 59,673	65%
Energy	€ 40,782	€ 44,800	€ 48,883	€ 61,938	52%
Public Administration	€ 39,550	€ 40,950	€ 43,400	€ 46,900	19%
Mass Market and Retail	€ 43,344	€ 45,015	€ 49,800	€ 60,900	41%
Pharmaceuticals and Health	€ 31,550	€ 38,100	€ 47,600	€ 68,560	17%
Hospitality	€ 32,581	€ 36,088	€ 45,640	€ 46,822	44%
Industry	€ 40,093	€ 44,066	€ 47,966	€ 56,577	41%
Manufacturing	€ 31,800	€ 43,654	€ 48,720	€ 69,296	118%
Media/Entertainment/Agencies/MKT Services	€ 32,245	€ 31,762	€ 34,113	€ 42,210	31%
NGOs	€ 32,550	€ 36,750	€ 39,200	€ 42,500	31%
Other sectors	€ 42,169	€ 42,280	€ 45,238	€ 53,011	26%
Real Estate and Construction	€ 38,500	€ 37,800	€ 44,625	€ 48,406	26%
Transport and Logistics, Operations, Automobile	€ 29,894	€ 32,200	€ 33,270	€ 36,585	22%
Banking and Insurance	€ 36,690	€ 44,125	€ 57,592	€ 72,504	98%
Technology and Telecommunications	€ 39,437	€ 45,837	€ 53,975	€ 66,879	70%
Leisure, Tourism and Restaurants	€ 31,600	€ 39,200	€ 43,050	€ 58,900	86%

Employability Data

WHAT AREA DO YOU WORK IN?



WHAT IS YOUR LEVEL OF RESPONSIBILITY?



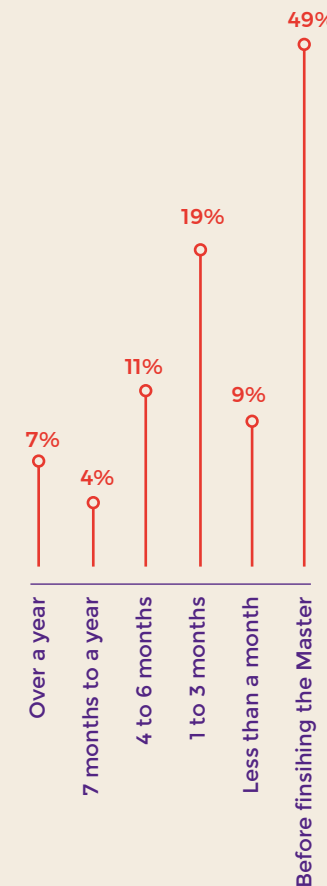
XIMENA MOSCOSO

MBA 2204 | JOINING **MAKRO**
AS A **PRICING SPECIALIST**

“Over the course of this year, I have been in direct contact with the Professional Careers team. I really value their support and accompaniment throughout the process of joining a great European corporation like Makro.

Right from the start of the selection process, EAE was on hand, helping me with my preparations and responses. They even put me in touch with a coach who gave me key tips for the final interview with Makro. After that, I received the job offer. I am sure that lots of variables came into play in that achievement, but my Careers Advisor certainly deserved due credit for doing everything in her power to help me”.

HOW LONG DID IT TAKE YOU TO FIND WORK AFTER FINISHING THE MASTER?



76%

STUDENTS FIND EMPLOYMENT THROUGH EAE BUSINESS SCHOOL'S **TALENT FOR IMPACT INITIATIVE** AFTER COMPLETING THE MASTER'S PROGRAM.

Internship Experience



BYRON MONZÓN
MASTER IN BIG DATA & ANALYTICS 2304

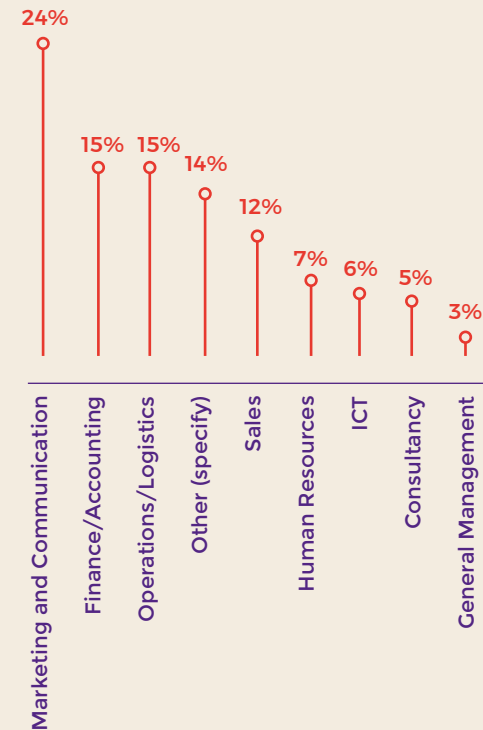
“I am really grateful for the support and time given to me by the Professional Careers department. The team advised me and helped me understand the labour market and find the best place for my internship, at the Strategic Research Center (SRC) at EAE (Grupo Planeta)”.



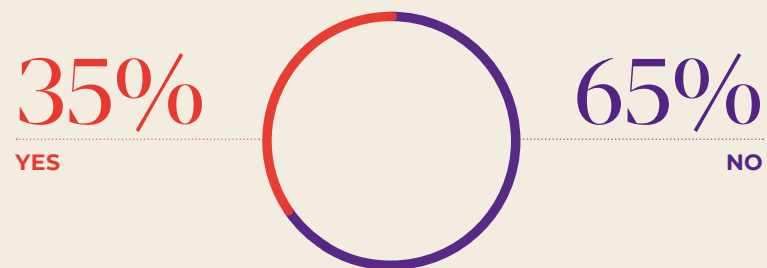
ANTONIO GALÁN
HR TALENT ACQUISITION | BEAM SUNTORY

“As a member of the Talent Acquisition team for Beam Suntory, I have had a close collaboration with EAE Business School for years. Their classrooms are filled with talent, they are the talent of the future, and it's fortunate to be able to count on them.”

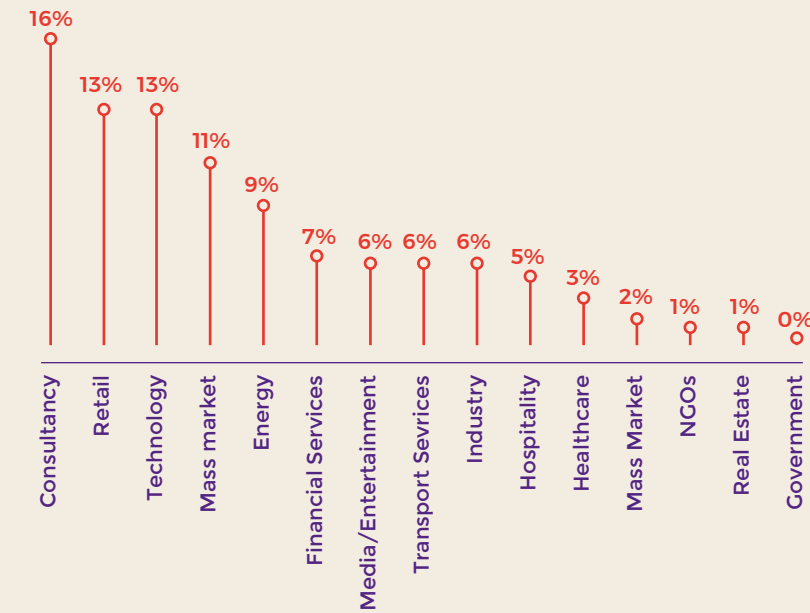
WHAT AREA DID YOU DO YOUR INTERNSHIP IN?



DID THE COMPARE CONTRACT YOU AFTER THE INTERNSHIP?



WHAT SECTOR DOES THE COMPANY OPERATE IN?



AVERAGE FINANCIAL SUPPORT FOR INTERNSHIP STUDENTS

832€

PERCENTAGE OF STUDENTS IN INTERNSHIPS BY PROGRAM

Business Management	89%	Supply Chain Management	94%
MBA	89%	Master in Supply Chain Management & Logistics	98%
Master in Management	88%	Master in Supply Chain Management & Logistics (English)	90%
MBA in Innovation & Change Management	85%		
Master in International Business	93%	Talent & Leadership Management	98%
Master in Economic Analysis of Law	91%	Master in Human Resources and Talent Development (English)	100%
Master in Leadership of Sustainability and Corporate Responsibility	90%	Master in Human Resources and Talent Development	96%
Luxury Brand Management MBA	90%		
Master in Sports Management	85%	Finance Management	95%
Master in Entrepreneurship and Innovation	91%	Master in Finance	96%
		Master in Stock and Financial Markets	90%
Marketing & Digital Transformation	92%	Master in Data Science for Finance	100%
Master in Digital Marketing and E-commerce	93%		
Master in Marketing and Sales Management (English)	90%	Tech & Data Management	95%
Master in Digital Marketing (English)	100%	Master in Big Data & Analytics (English)	92%
Master in Marketing and Commercial Management	90%	Master in Big Data	98%
Master in Corporate and Digital Communication	97%		
Master in Customer Experience & Innovation	86%	Hospitality & Tourism Management	100%
Master in Psychology and Consumer Behaviour	90%	Master in International Tourism Management	100%
		Master in Event Management	100%
Project Management	94%		
Master in Project Management	100%	Total 2023	95%
Master in Project Management (English)	88%		

Top Recruiters

CONSULTING

Pwc
Accenture
Deloitte
Kpmg
Ey
Capgemini
Cuatrecasas
Mi-Gso Pcubed
Deloitte
Grant Thornton
Aenor

FINANCIAL SECTOR

Grupo Santander
Cnmv
Bbva
Bnp Paribas
Ing Bank
Bankinter
Evobanco
Mapfre S.a.
Banco Inversis
Bme Post Trade Services,
S.a
Caixabanc
Banco Sabadell
Ing

MASS MARKET, RETAIL

Carrefour
Amazon
Leroy Merlin
Decathlon
British American Tobacco
Lego
Barilla
Affinity Petcare
Danone
Lindt
Beam Suntory

FASHION AND BEAUTY

Lvmh
L'oreal España
Estee Lauder
Kiko Milano
Awwg
Loewe
Revlon
Coty
Sephora
Tendam
Desigual
Mango

MARKETING & COMMUNICATION - PUBLISHING

Atrevia
Ogilvy
Nielsen
Llorente Y Cuenca
Publicis Group
Bcw
Havas Media Group
Omnicom Pr Group
Grupo Planeta

LEISURE AND TOURISM SECTOR - SPORTS

Nh Hotel Group
Hilton Hotels
Melia Hoteles
Radisson Hotels
Four Season Hotel
La Liga
Palladium Hoteles
Hard Rock Hotel
Hyatt

HEALTH AND PHARMACEUTICAL SECTOR

Suanfarma
Iqvia
Sandoz
Lilly
Boston Scientific
Johnson & Johnson
Novo Nordisk
Laboratorios Rovi
Abbvie
Bayer
Boehringer Ingelheim España
Ferrer Internacional

DISTRIBUTION SERVICES, LOGISTICS

Stef
Correos
Chep
Id Logistics
Adeo Logistics
Up Spain
Dhl
Logista
Cofares
Kuehne+Nagel
Seur

TECHNOLOGY

Siemens
Ibm
Signify
Ntt Data
Indra
Qaleon
Bosch
Capgemini
Konica Minolta
Philips Ibérica
Schneider Electric
Telefónica Tech

INDUSTRIAL, MANUFACTURING, TRANSPORT & AUTOMOTIVE SECTORS

Sacyr
Acciona
Tk Elevators
Abs Group
Cbre
Mi-Gso Pcubed
Airbus
Seat
Mercedes Benz Group
Enterprise Holdings
Vueling
Ford

ENERGY

Cepsa
Vector Renewables
Edp Renewables
Repsol
Selectra
Total Energies

STARTUPS

Cobee
Fever
Aloja Experince
Re: Employment Report
2024tax Down
Fellow Funders



TOP RECRUITERS 2023

MADRID



BARCELONA



2 Entrepreneurship & Innovation

EAE EMPRENDE

Over the course of 2023, the **EAE Emprende program** accompanied **more than 800 students from over 20 countries** who have chosen to take part in this support itinerary.

Our primary objective is to set the standard in entrepreneurship and innovation.

Our pre-incubation and incubation programs enable students to make their projects a reality by studying their viability and preparing to pitch them to a panel of experts. This process helps them work towards the conceptualization of a minimum viable product.

EAE Business School also has an accompaniment program for professionals who want to develop their own business idea, take a business they have already established even further or develop their intrapreneurship within a corporation.

With EAE Emprende, the projects take shape through a program of training, accompaniment and financing adapted to each participant's situation, profile and objectives.

The program runs for six months, during which the participants design and strengthen

the business models of the idea behind their ventures. Over the course of the different phases that they have to complete, they manage to materialize something that initially only exists in the entrepreneur's mind. They do so through training activities, mentoring and coaching sessions, networking events, and interacting with an entrepreneurial ecosystem, culminating in a challenge that they have to complete successfully.

Only the best projects make it to the last phase. In 2023, of the 81 ideas presented, 20 joined the incubation program to be developed.

Over the following six months, these projects are incubated and accompanied throughout the program, on which the business propositions are developed and consolidated.

We use Lean Startup and experimentation techniques and provide guidance on Digital Marketing, Sales and Operations and Digitization strategies, as well as support on financial and legal aspects.



Moreover, the teams are given guidance by a Startup Advisor and business mentors. Over the course of the six-month program, the teams take part in Pitch Events, when they constructively tackle real situations, helping them to design solid propositions for the selling and finance-raising stages.

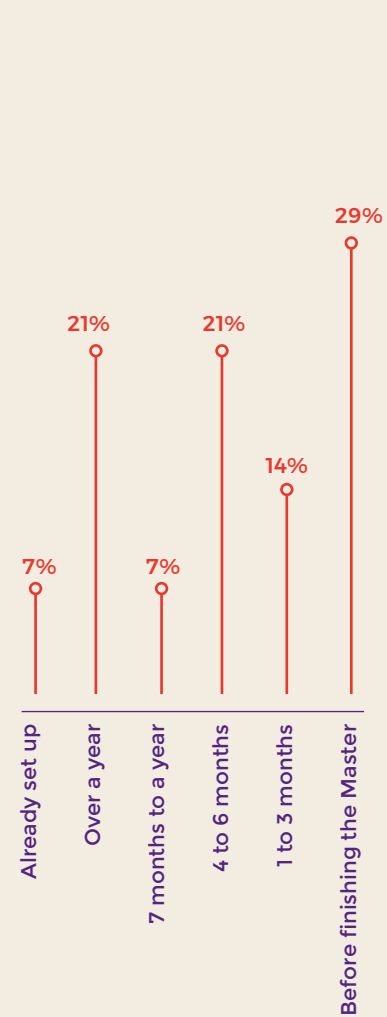
Throughout the two phases, the teams have to earn the opportunity to pitch at our Demo Day, when each project has the chance to pitch their value propositions, solutions and processes to a specialist audience including investor networks and key players in Spain's entrepreneurial ecosystem.

In the case of the incubator, the School provides a platform for development and entrepreneurship at the 4YFN, the main startup organized by the Mobile World Congress (MWC), at which we also run the EAE Impact Awards, in recognition of the most innovative and disruptive projects that develop business models aligned with achieving the Sustainable Development Goals (SDGs).

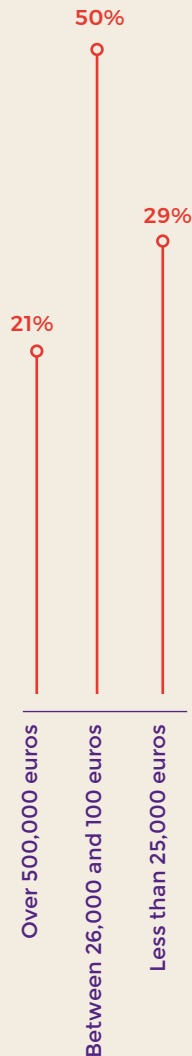
EAE Emprende also benefits people who work for others and who are keen to take on the role of internal innovator and draft a plan to transform the company.

Entrepreneurship Figures

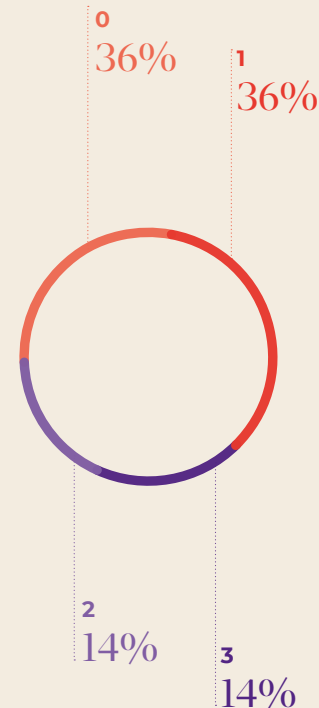
HOW LONG DID IT TAKE YOU TO SET UP YOUR COMPANY AFTER FINISHING THE MASTER?



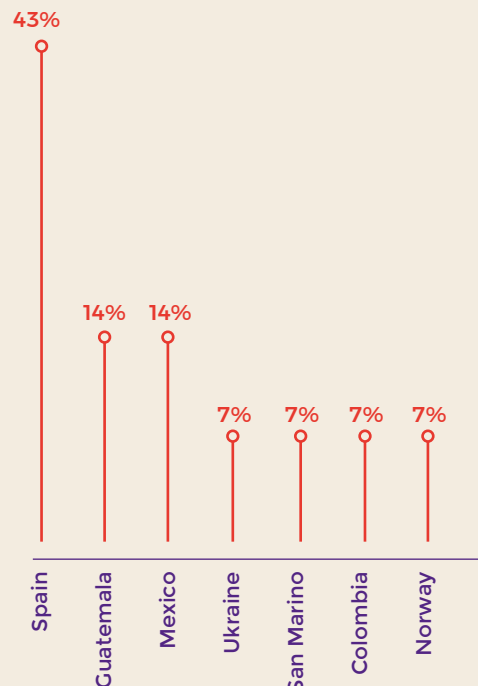
WHAT IS THE AVERAGE ANNUAL TURNOVER?



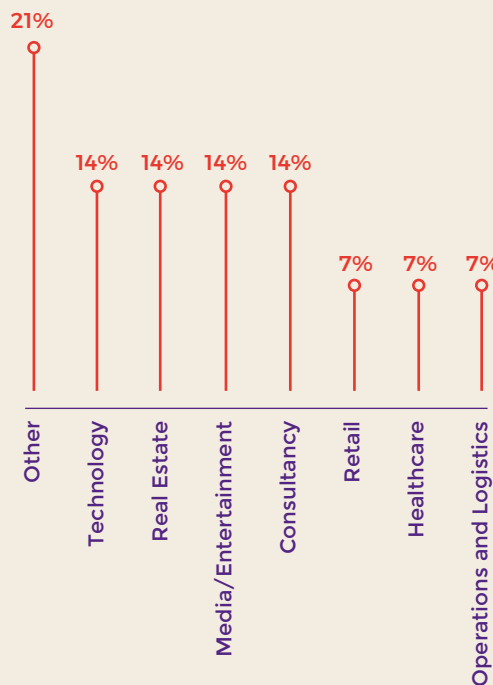
HOW MANY PARTNERS DO YOU HAVE?



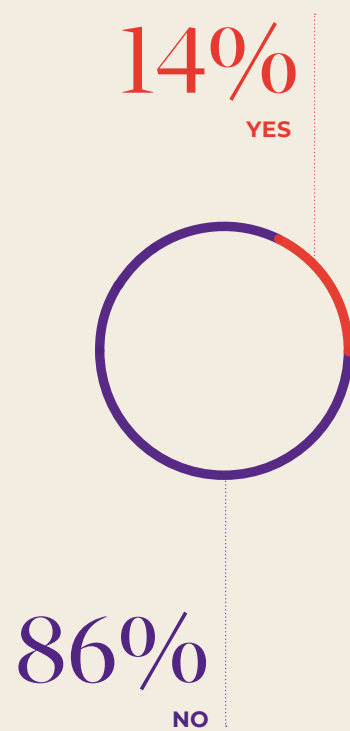
WHERE IS YOUR COMPANY BASED?



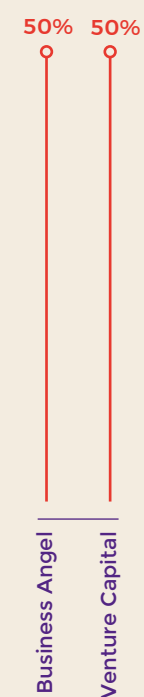
WHAT SECTOR DOES IT OPERATE IN?



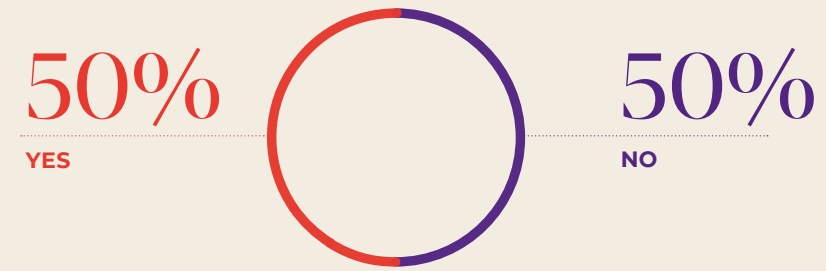
HAVE YOU RECEIVED ALTERNATIVE FINANCING?



WHERE HAVE YOU RECEIVED INVESTMENT FROM?



IS THE COMPANY BASED IN YOUR HOME COUNTRY?



Partners & Team

ADVISORS

Armando Salvador

Specialist Consultant, previously at VTEX and PrestaShop

Daniel Medina

CEO and Co-Founder of Área101

EXPERTOS/AS

Toni Raurich-Marcet

Co-Founder and Managing Director of eBooking.com
Formerly at Booking, Wallapop, Intercom and CaixaBank

Andrés Bernal

Co-Founder of Investrock

Cristian Rivas

Co-Founder of Aloja Experience

Luis Rodríguez

Expert at No-Code Toolbox

Clemente López

Program Director at BCombinator

José R Escorihuela

Co-Founder of CTO Área 101

Maribel Cerrato

Founder of EMEBE

FINANCE EXPERTS

Dorina Nicoara-popescu (PhD)

University Lecturer in Finance and Master Program Director

Anindya Saha

Founder of Nero Ventures

Nicolás Escartín

COO and Co-Founder of Beast

Carmen Pumariño

Member of Global Women in VC

GO TO MARKET EXPERT

Lautaro M. Scolpatti

Founder Of Go-To-Market Strategy Blog

Carlos Ortiz

Co-Founder Aloha Poke

MENTORS

Carles Mur

Co-Founder of Pinn

Ramón Ramos

Project Manager at IKEA |
Director of EAE's Master in CX

Paula Benito

Founder of Benytos Consulting

Chema Leal

Ecosystem Builder at Opentop_Hub

Beatriz Romanos

Founder and CEO of
TechFood Magazine

Pablo Ortuño

Co-Founder xQuad - Senior
Engineering Manager

Estefania Hurtado

CEO and Co-Founder of Mamanecó

PITCH MASTER

Miguel Ángel Violant

PHD and Director of AULA
MEDIÁTICA, a public-speaking
centre for executives

Santiago Tobón

Co-Founder of Aloja Experience

TEAM MATE

Tomás Kohan

Founder of Soy Deli

Libia Renza

Co-Founder of Lincodelab

Ximena Rodriguez

Co-Founder of Lincodelab

Daniel Mesa

Founder of Eko Medical



Events & Networking

Over the course of 2023, **EAE Emprende** took part in a series of significant events that **left their mark on our entrepreneurial journey**. These outstanding events and achievements have fundamentally contributed towards strengthening our presence in the field of entrepreneurship, as well as helping to enrich our participants' experiences.

The following overview gives a summary of some of the main milestones and the key initiatives that have embodied our unwavering commitment to fostering the entrepreneurial spirit throughout last year.

Featuring in the **Club Marketing Barcelona Awards**: Participation in the awards ceremony, where we had the opportunity to make professional connections with the award-winners and other participating companies.

Involvement in the **Pitching Days of the Startup Grind** at the Mataró Campus: Active participation in the round tables and project pitch competitions, contributing with our entrepreneurial initiatives.

Attendance at **TedX at Mataró 2023**: As special guests, we had the chance to immerse ourselves in the latest trends in technology, artificial intelligence and personal growth, sharing experiences with notable participants such as Dani Roca.

Taking part in **Jump2Digital 2023**: Participation in this key event focusing on digitization, exploring the latest innovations and trends in the digital sphere.

Contribution to the **NoBullshit Talks** run by We are Grid: Active participation in plain-speaking conversations on key topics and challenges of the modern business world

Participation in **Tech Spirit**, a big event in the Catalan entrepreneurial ecosystem at which we ran a workshop for entrepreneurs led by EAE Barcelona's Director of Entrepreneurship, as well as a talk giving three different perspectives, from an entrepreneur, a leading academic figure and a director at Bayer.

Final of the **Babson Global Student Challenge**, with 20 teams taking part and one of the participating teams of EAE Business School students coming in third place.

Running **Open Innovation Workshops** in collaboration with two leading companies in Spain, Castellana Properties and KDC One, who set corporate challenges, with 12 teams taking part and presenting their proposed solutions.

Participation in the **Network Challenge Startup** alongside the Alcobendas hub, taking part as speakers and attendees, broadening our startups' ecosystem with investors, venture capital firms and other startups.

Fast Challenge – La Nave: In collaboration with Cassidy, a startup incubated at La Nave, we set a challenge that involved finding ways to set yourself apart from the competition and establish your own position in the market, with 15 teams participating.

Presence at the Demo Days of **International Lab and Puerta de Innovación** to raise the visibility of startups in the ecosystem and give feedback to the participants.

Participation in two round tables at the **International Startup Congress**, focusing on an analysis of the Spanish and Latin American startup ecosystems.

Participation in **The Gap In Between**, organized by the **Social Nest Foundation**, in which we had the opportunity to judge the Social Inclusion Challenge and hear the pitches of five international projects.

Participation in **South Summit Madrid**, which enabled us to keep consolidating EAE Business School's status within the ecosystem of entrepreneurship and innovation.



EAE Projects

LIST OF PROJECTS IN THE INCUBATION PHASE



Ateneea

Marketplace for products created by women to boost female entrepreneurship.

Trazeat

Trazeat

Tracking system from the origin right through to the consumer using blockchain technology.



es2house

Housing service for foreign students coming to study in cities with challenging rental markets.



Artesano

Oat-based food production project for people with autism.



Gas2Charger

Energy project through which refineries can change batteries stored in containers for electric cars.



Liberté

Female sportswear brand operating in Peru which wants to break into the Spanish market with a special line for Latin American women.



Beeconnected

Project for the internationalization of Peruvian companies, helping small farmers to negotiate exports directly with their customer in each country.



FromTheFirstDay

Project to tackle bullying in schools, providing the institutions and teachers with techniques, and the students with an anonymous platform to look for help



ARKO

Arko

Platform offering a selection of quality architectural plans for houses, accessible and ready to download, simplifying and lowering the cost of the process of designing and building residential properties.



Creceemos

Digital strategy laboratory that becomes your Chief Marketing Officer as a Service, with hyper-personalized suggestions for SMEs, startups and entrepreneurs.



Conecta rural

Marketplace that connects Spain's crop producers directly with the establishments that need top-quality ingredients in the HORECA sector.



Nexuz

Platform that enables users to improve their skills through different programs and tools offered online, generated by experts on the specific topics.



Ozzio

Platform that gives personalized recommendations and books leisure activities directly through WhatsApp, combining comfort, personalization and ease of use, all at no cost to the user.



De pasada

Community of women who share expansive experiences to connect and grow freely. They design all-inclusive group activities and trips all over the world.



Maiztech

Machinery and inputs that enable on-site production of corn tortillas, always fresh, automated and at a very low cost.



NAT

Desserts made from a base of almond milk and stevia with a range of exciting flavours that do not compromise on a great taste and texture.



Skin Trip

Subscription platform for beauty products without any personalization, which helps women find their optimal beauty and personal care routine with products suited to their needs and objectives.



Wizzmi

App that helps service professionals promote and share their contact details in a contemporary, friendly and professional way, marking the end for printed calling cards.

EAE Projects

Running the **EAE Cultural Accelerator**, in collaboration with Madrid City Council, overseeing the acceleration process of 22 companies in the cultural sector, generating a positive impact and strengthening our commitment to sustainable development.



Startups in Residence

Support for entrepreneurs who have spent time at EAE Business School, who have completed the incubation process and now operate in the ecosystem. We host a co-working venue for four projects



Aloja Experience

An experiential marketing startup specializing in creating unique campaigns in innovative channels such as tourism accommodation.



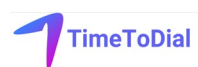
Tucan Pay

The first money transfer community at a global level, using a P2P platform for sending money.



Check To Build

A platform that reduces the inspection time of construction projects and wasted materials with the help of AI.



Time To Dial

A platform that supports facility management companies monitor their employees' working times more effectively.

Launch of EAE Business School Barcelona and Tech Barcelona's Entrepreneurship and Innovation Hub.

The partnership between the two institutions enables us to boost innovation and connect the students, faculty and the whole business school community to the digital, technological and entrepreneurial sector. At the Hub, we are currently hosting the following projects that work every day alongside the entrepreneurial ecosystem of Catalonia and the world.

NCLUB

NCLUB

A mobile app that lets users connect with other people when they are on a night out.



Vasirius Tech

Specializing in creating safe and efficient indoor spaces, using advanced technology to sanitize environments and optimize resources, with a strong commitment to health and environmental sustainability.

Kompass

Kompass

Promoting children's growth through toys and therapies that foster empathy, respect and independence, guiding children towards their maximum potential within an environment of support and play.



HealthFY

This startup focuses on improving health and productivity at work through gamified health programs, creating attractive working atmospheres that promote the employees' wellbeing. Its innovative approach to environmental hygiene and resource optimization also enhance sustainability and energy efficiency.

Here's how we work
to change things, and
above all, people's lives.
And you, do you want to
start changing yours?



“I learned to adapt and gain a professional understanding of the changes that take place day after day, analysing these changes and their effects on companies and their strategies. Keeping up-to-date is a task that requires effort every day in the times we live in”.

Alejandrina Méndez
IT Project Manager / PMO at BNP Paribas
EAE graduate

EAE Business School

We would like to thank all the members of the EAE Community, current and former students, faculty members and staff who have helped to make this brochure possible. A group of people who represent the philosophy and values that guide us on our exciting journey. **We make it happen.**

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