

**E**  
**r**

**Employment  
Report 2022**

**MASTERS**

ON-CAMPUS FULL-TIME, PART-TIME  
AND EXECUTIVE MASTER PROGRAMS

Change is the starting  
point of our conception  
of work, as well as  
everything good that  
the future holds.



# Employment Report

An overview of the professional careers of our students

The starting point of our success as a school is the fact that every student can develop professionally in direct proportion to the size of their goals. We call this our Law of Accompaniment and Momentum.

As a business school that is both international and a close-knit community, our mission is to anticipate and adapt to the needs of the business world with practical, participant-oriented programs designed to develop the critical thinking and innovative mindset required by the people who will lead the sustainable transformation of organizations.

To achieve this, we have academic and institutional partnership agreements in place with over 80 universities and business schools in 20 different countries, as well as more than 6,000 national and international partner companies. The aim of all this is to drive constant and sustainable positive change through training, knowledge and research, which we apply through our methodology, ensuring the optimal combination the academic side of a program and the enrichment of the students' lives outside the classroom.

In short, we always strive to meet the students' expectations to generate change and the transformation of companies and the environment.

The way we embrace and understand the business world and change enabled us to make some great achievements in 2022, such as our MBA being ranked among the top programs in the world in 2022, according to the European B-Schools Ranking prepared by the prestigious US magazine Bloomberg Businessweek; our Masters and MBA being classified among the best in the world in the Global MBA & Masters ranking published by QS; América Economía and CNN Expansión naming EAE as one of the top business schools in the world; thirteen of our Masters ranking among the best in the world in the Eduniversal Best Masters league table; and six EAE programs taking the top spot in Spain according to the El Mundo ranking.

Over our more than 60 years of history, over 85,000 executives and professionals have placed their trust in us, coming from over 100 countries and leading national and international companies, institutions and organizations in a broad range of sectors on all five continents

In this new edition of the Employment Report, you will gain an in-depth insight into the professional career of our students after their time at the School, as well as all the academic initiatives, networking events and complementary professional competency training activities that EAE offers you to boost your employability and ensure its success throughout your entire professional career.

We want to be by your side. Let's build a story together in which the program you choose is just the beginning.



# Power to change

Our tools to boost your talent

There are two types of people: those who meet change with resistance and those who embrace change as a driving force. At EAE, we are drawn to the latter. Innovation, versatility and transformation drive use to satisfy our students' needs in fast-moving international settings open to new ideas and technology.

Our mission is to promote sustainable employability, adaptability and the capacity to be robust and thrive in constantly changing environments.

Our tireless teamwork to boost our students' employability through our training and other tools that enable them to enhance their project as people and as professionals, coupled with our proactive relationship with recruiters to give our students access to the best opportunities, generated great results once again last year.

One of the statistics that best demonstrates our achievement in this respect is the fact that 91% of our students find a job within 6 months of completing their Masters.

Moreover, 62% of our students state that their professional situation has improved since starting their Master, with a particular impact in terms of their professional category in over 56% of cases.

With respect to our entrepreneurial initiative, we have improved our incubation model both quantitatively and qualitatively, developing our own new methodology.

Since we began in 2019, 2,050 students have taken part with their own ventures at different stages of development, benefitting from advice, mentoring and direct investment.



At EAE Business School, you can choose from

2 TRACKS FOR US TO DRIVE  
YOU FORWARD:

1

Careers

2

Entrepreneurship

# Power to change

Strategic knowledge at the service of your professional career

Our mission as a modern, international business school is to anticipate and adapt to the needs of the business world with practical, participant-oriented programs. To achieve this, constant insight into the labour market is one of the key objectives of our Strategic Research Center, while the EAE Corporate team focuses on actively listening to companies to identify their needs. Based on this strategic knowledge, we offer you the best options in terms of both programs and complementary activities.

## WE INVESTIGATE AND ANALYSE THE EMPLOYABILITY SECTOR

Through EAE's Strategic Research Center and the Work of the Future Center, we study the latest HR trends every year. We also examine the cases of companies that are innovating in people management. This makes us stronger in terms of strategic knowledge, which we then apply in our employability plans. Here are some of the latest studies we have undertaken.

White Paper on Sustainability in Human Resources in Spain.

Sustainability strategy has filtered down through to all corners of companies, all the departments, the customers, the employees, society in general, and shareholders when deciding to invest. This new trending topic is the evolution of the concept of Corporate Social Responsibility, which had become as obsolete as the analogue telephone.

Sustainability entails a triple approach: environmental, social and corporate governance. Greenhouse gases, waste management, energy efficiency and the circular economy all define a new landscape for companies, beyond all the aspects of compliance policies or human rights. While, it is the responsibility of all departments, it is particularly crucial for Human Resources to apply it with respect to the key stakeholders:

the employees. The report includes 17 interviews with the Directors of Sustainability and Human Resources at ACCIONA, AIRBUS, ALCAMPO, BBVA, CEPSA, EY, FCC, GSK, IBERDROLA, IBERMUTUA, INDITEX, MAPFRE, MICROSOFT, PASCUAL, RADISSON HOTEL GROUP, REPSOL and VODAFONE.

[Find out more](#)

DCH Barometer on Talent Management in Spain and Latin America, which aims to ascertain the opinions and predictions of the human capital executives of Spanish, Portuguese and Latin America companies in relation to the most notable projects and trends in the field of Talent Management in 2022 with respect to all areas of Human Resources. In the latest edition (the sixth that we have published in collaboration with the DCH - International Organization of Human Capital Directors), 550 companies took part, sharing insight into their specific policies for acquiring junior and senior talent and attracting female STEM profiles, as well as their hybrid work models.

[Find out more](#)

## Employability tips from the EAE Work of the Future Center

1

Have a clear idea of your purpose.

2

Create a story about yourself and make employers fall in love with it. Use storytelling.

3

Sell your brand:

1. Focus on what you can offer in the future rather than what you did in the past.
2. Explain where your commitment comes from. What drives you?

4

Accept that nobody is indispensable in an organization. Be prepared to use dismissals to boost your career.

5

Develop these key competencies:

1. Lifelong learning capacity.
2. Staying ahead of the game. Find out about the labour market and train in the skills in demand.
3. Commercial mindset, to be able to sell your personal and professional brand on social media and build a productive network of contacts.

## THE EMPLOYABILITY FORMULA IS:

Knowledge, accompanied by competencies and guided by values.



# Power to change

International Recognition

Our strength  
+ your talent  
= power to change

When you decide to invest in your studies, you need guarantees. EAE's reputation is accredited institutionally and academically by some of the leading national and international rankings.

**WHY RANKINGS MATTER:**

- They improve the reputation of the School and its students as it highlights the strength of its programs.
- They accredit the School's efforts to boost employability and underline the results achieved by its students by taking the program: higher salary and profits, which, in turn, reflects the quality of the program taken.
- They are an endorsement when introducing the School and its students, as the thorough methodology of the rankings validates the program taken and certifies its quality. This adds value and enhances the students' letter of presentation.
- They reinforce the international recognition of the School as the rankings receive a lot of media coverage, which is closely followed by the business community at a global level. This is essential for boosting the willingness of executives to contract the School's students.

**OUR ACCOLADES**

PROGRESSING SCHOOL BASED ON THE **POSITIVE IMPACT RATING FOR ITS SOCIAL IMPACT**

SCHOOL WITH **5 STARS OF EXCELLENCE QS CERTIFICATION**

3 PALMES OF EXCELLENCE FROM **EDUNIVERSAL**

MBA AMONG THE BEST IN EUROPE ACCORDING TO **B-SCHOOLS RANKING (BLOOMBERG BUSINESSWEEK)**

AMONG THE TOP IN THE WORLD IN THE **'GLOBAL MBA & MASTERS RANKING' PUBLISHED BY QS**

OUR MBA IS ONE OF THE BEST IN THE WORLD, ACCORDING TO **AMÉRICA ECONOMÍA**

13 MASTERS PROGRAMS RANKED AMONG THE **TOP IN THE FIELD WORLDWIDE BY EDUNIVERSAL**

11 MASTER PROGRAMS RANKED AMONG THE **TOP 5 BY EL MUNDO**

EMBA AND GEMBA IN THE **TOP 10, ACCORDING TO FORBES SPAIN**

EAE RANKED IN THE **TOP 4 BY MERCO COMPANY, MERCO TALENT, MERCO RESPONSIBLE**



# Power to change

International recognition

## Main MBAs



Nº 6  
MBA IN SPAIN  
**BLOOMBERG  
2022**



Nº 5  
MBA IN SPAIN  
**AMÉRICA ECONOMÍA  
2022**



Nº 4  
MBA IN SPAIN  
**CNN ESPAÑOL  
2021**



Nº 6  
EDUNIVERSAL  
**CNN ESPAÑOL  
2022**



Nº 6  
EXECUTIVE MBA  
**EXECUTIVE  
PROGRAMS  
2022**

Nº 7  
GLOBAL  
EXECUTIVE MBA  
**SENIOR  
MANAGEMENT  
PROGRAM  
2022**



Nº 7  
MBA IN SPAIN  
**QS MBA  
2022**

Nº 4  
EXECUTIVE MBA  
IN SPAIN  
**QS EMBA  
2022**

Nº 2  
GLOBAL EXECUTIVE  
MBA IN SPAIN  
**QS GEMBA  
2022**

## Main Masters



Nº 2  
MASTER IN MARKETING  
AND COMMERCIAL  
MANAGEMENT IN SPAIN  
**2022**

Nº 4  
MASTER IN BIG DATA  
& ANALYTICS IN SPAIN  
**2022**

Nº 6  
MASTER IN FINANCE  
IN SPAIN **2022**



Nº 2  
MASTER IN MARKETING  
AND COMMERCIAL  
MANAGEMENT IN SPAIN  
**2022**

Nº 2  
MASTER IN PROJECT  
MANAGEMENT IN SPAIN  
**2022**

Nº 2  
MASTER IN SUPPLY CHAIN  
MANAGEMENT IN SPAIN  
**2022**

Nº 3  
MASTER IN BIG DATA &  
ANALYTICS IN SPAIN  
**2022**

Nº 3  
MASTER IN  
ENTREPRENEURSHIP AND  
INNOVATION IN SPAIN  
**2022**

Nº 3  
MASTER IN HUMAN  
RESOURCES AND TALENT  
MANAGEMENT IN SPAIN  
**2022**

Nº 5  
MASTER IN  
INTERNATIONAL  
BUSINESS IN SPAIN  
**2022**

Nº 12  
MASTER IN DIGITAL  
MARKETING &  
E-COMMERCE IN SPAIN  
**2022**



Nº 1  
MASTER IN CORPORATE  
AND DIGITAL  
COMMUNICATION **2022**

Nº 2  
MASTER IN MARKETING  
AND COMMERCIAL  
MANAGEMENT **2022**

Nº 3  
MASTER IN FINANCE  
**2022**

Nº 3  
MASTER IN SUPPLY  
CHAIN MANAGEMENT  
**2022**

Nº 4  
MASTER IN HUMAN  
RESOURCES AND TALENT  
MANAGEMENT **2022**

Nº 1  
HYBRID GLOBAL  
MASTER IN PROJECT  
MANAGEMENT **2022**

Nº 1  
HYBRID GLOBAL  
MASTER IN MARKETING  
AND COMMERCIAL  
MANAGEMENT **2022**

Nº 1  
HYBRID GLOBAL MASTER  
IN HUMAN RESOURCES  
**2022**

Nº 2  
HYBRID GLOBAL MASTER  
IN SUPPLY CHAIN  
MANAGEMENT  
& LOGISTICS **2022**

## Institutional Rankings



FOR ITS SOCIAL  
IMPACT AND  
SUSTAINABILITY  
ACHIEVEMENTS  
**PROGRESSING  
SCHOOL  
2022**



**5 STARS**  
RATING, WHICH  
CERTIFIES THE  
SCHOOL'S  
INTERNATIONAL  
REPUTATION  
**QS STARS**



**3 PALMES**  
RATES SCHOOLS  
ACCORDING TO THEIR  
INTERNATIONAL  
REPUTATION  
**EDUNIVERSAL PALMES**



Nº 4  
COMPANY IN THE  
SECTOR WITH THE  
BEST CORPORATE  
REPUTATION  
**MERCO COMPANY**



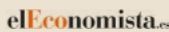
Nº 3  
3 COMPANY IN  
THE SECTOR FOR  
ATTRACTING AND  
RETAINING TALENT  
IN SPAIN  
**MERCO TALENT**



Nº 3  
RANKING OF THE  
BEST COMPANIES  
IN THE SECTOR TO  
WORK FOR  
**MERCO UNIVERSITY  
TALENT**



Nº 4  
MOST  
RESPONSIBLE  
COMPANY IN THE  
SECTOR  
**MERCO ESG  
RESPONSIBILITY**



Nº 14  
OF THE MOST  
INNOVATIVE  
IBERO-AMERICAN  
INSTITUTIONS  
**EL ECONOMISTA**

# Master's student profile

The Essence of our School

## Profile

3,621  
STUDENTS

58%  
ARE WOMEN

27  
AVERAGE AGE

44%  
WORK WHILE THEY STUDY

41%  
HAVE OVER 4 YEARS' PROFESSIONAL EXPERIENCE



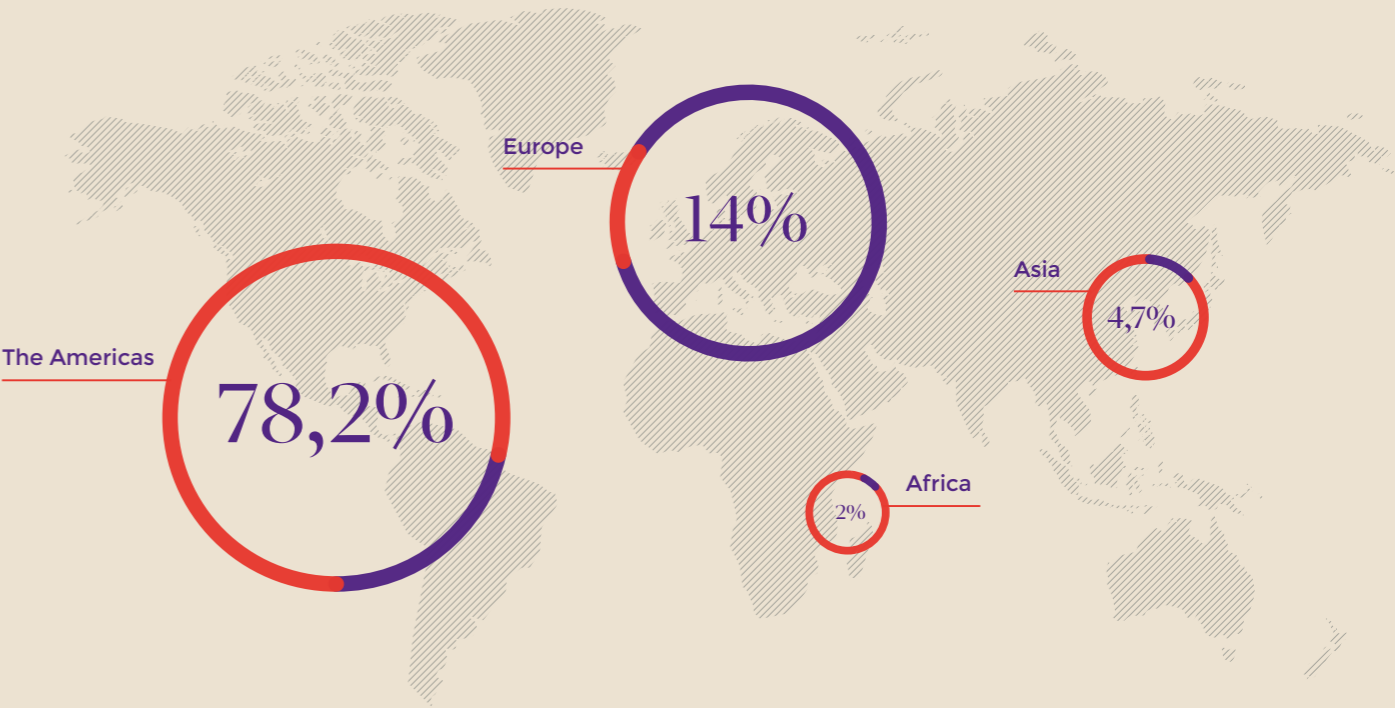
### CAROLINA CUENCA

MASTER IN HUMAN RESOURCES AND TALENT DEVELOPMENT

TRAINEE, ALDI

“I felt guided by professionals and, at the same time, by people. Thanks to EAE, I have a better knowledge of my aptitudes and how to focus them towards the market, as well as a solid updated theoretical base from a highly specialized faculty”.

## Region



## Academic Background

33% 18%  
BUSINESS ADMINISTRATION AND MANAGEMENT ENGINEERING

70% 10%  
ADVERTISING COMMUNICATION



# Employability status

Our students' capacity to achieve their goals

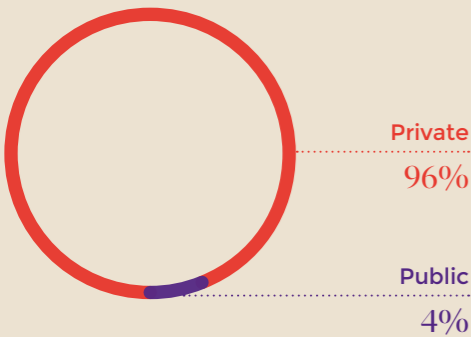
Our objective is to accompany our students so that they can develop their full potential and to help them achieve all the goals they set themselves. This is a brief snapshot of their current professional situation.

## EMPLOYMENT SITUATION

75%

PERMANENT CONTRACT

## TYPE OF COMPANY



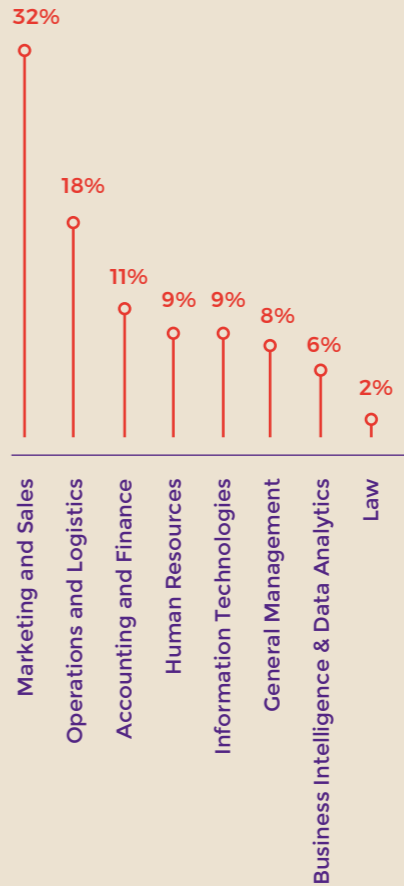
## SECTOR

CONSULTANCY	11%
COMPUTING	8%
BANKING / FINANCE	8%
LOGISTICS	5%
PHARMACEUTICALS	5%
MASS MARKET	4%
EDUCATION / TRAINING	4%
ENERGY / ELECTRICITY	4%
ADVERTISING / MARKETING / PR	3%
INDUSTRY	3%
FOOD AND BEVERAGE	3%
TRADE	3%
HOSPITALITY / TOURISM / RESTAURANTS	2%
E-COMMERCE	2%
INFORMATION TECHNOLOGIES	2%
TELECOMMUNICATIONS	2%
CONSTRUCTION	2%
INSURANCE/PENSIONS	2%
FARMING, LIVESTOCK AND FISHERIES	1%
PUBLIC ADMINISTRATION	1%
REAL ESTATE	1%
ENGINEERING	1%
VARIOUS SERVICES	1%
HR SERVICES	1%
AUTOMOTIVE	1%
NGO AND SOCIAL SERVICES	1%
AERONAUTICS	1%
EXPORTS / IMPORTS	1%
TEXTILES	1%
ARCHITECTURE / DESIGN / INTERIOR DESIGN	1%
RECREATIONAL AND CULTURAL ACTIVITIES	1%
HEALTHCARE	1%
MEDIA	1%

## LEVEL OF RESPONSIBILITY



## AREA/FUNCTION



## Employment search time

56%

FOUND OPPORTUNITIES BEFORE FINISHING THE MASTER

91%

WORKING WITHIN 6 MONTHS OF COMPLETING MASTER

97%

WORKING WITHIN A YEAR OF COMPLETING MASTER

# Employability status

Our students' capacity to achieve their goals



General Average

66%

SALARY INCREASE  
+ 20.300 €

49,529 €

AVERAGE SALARY

30,679 €

GROSS SALARY **BEFORE**  
FINISHING MASTER

36,294 €

GROSS SALARY **THREE MONTHS AFTER**  
COMPLETING THE MASTER

46,007 €

GROSS SALARY **SIX MONTHS AFTER**  
COMPLETING THE MASTER

50,982 €

GROSS SALARY **A YEAR AFTER**  
COMPLETING THE MASTER



**ANA MARÍA  
BAUTISTA**

GRADUATE OF THE MASTER IN ACCOUNTING  
AND FINANCIAL MANAGEMENT & LOGISTICS  
L&D ANALYST AT AMAZON SPAIN

“Thanks to EAE, I have been able to learn and discover myself working alongside great professionals, who have accompanied me as I have found out more about my lights and shadows, to be able to tap into the full potential I have inside. Now, I know what I want and where to start to make my dreams a reality”.

# Salary progression

Fields of knowledge

The differential value that our Masters generate in terms of the salary progression of our students is directly proportional to the value that these students bring to the companies they work for.

Analysing this impact will enable you to imagine what direction your career and life will take once you join EAE.

The following tables show the salary progression of our graduates over time, taking into account each of the School's fields of knowledge.

## Marketing, Communication & Sales

34,718 €

AVERAGE SALARY AT THE START OF THE MASTER

52,446 €

AVERAGE SALARY AFTER TAKING THE MASTER

Programs	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Global Master in Corporate and Digital Communication H	35,500 €	39,000 €	45,680 €	50,680 €	43%
Master in Corporate and Digital Communication	33,000 €	38,500 €	40,000 €	45,000 €	36%
Master in Commercial and Sales Management Weekend	60,525 €	68,968 €	71,242 €	84,960 €	40%
Global Master in Digital Marketing & E-Commerce H	30,150 €	35,000 €	40,000 €	46,870 €	55%
Master in Digital Marketing & E-Commerce (ENG)	35,000 €	44,100 €	44,100 €	44,400 €	27%
Master in Digital Marketing & E-Commerce	29,443 €	32,760 €	32,885 €	43,200 €	47%
Master in Digital Marketing & E-Commerce PT	38,875 €	48,185 €	48,600 €	50,550 €	30%
Master in Marketing Management PT/Weekend	31,091 €	44,522 €	6,800 €	70,174 €	126%
Master in Marketing and Sales Management (ENG)	32,929 €	43,200 €	52,704 €	63,284 €	92%
Global Master in Marketing & Commercial Management H	36,923 €	45,600 €	48,600 €	60,055 €	63%
Master in Marketing & Commercial Management	31,905 €	36,000 €	41,021 €	47,100 €	48%
Master in Psychology and Consumer Behaviour	32,000 €	36,000 €	41,000 €	43,200 €	35%
Master in Event Management and Organization	24,000 €	29,255 €	31,517 €	32,333 €	35%

## MBAs & Business Management

33,870 €

AVERAGE SALARY AT THE START OF THE MASTER

67,235 €

AVERAGE SALARY AFTER TAKING THE MASTER

Programs	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Executive MBA FT/PT	30,333 €	46,000 €	83,548 €	88,065 €	190%
Global Executive MBA H	61,625 €	68,500 €	79,800 €	91,200 €	48%
MBA	28,903 €	35,939 €	67,700 €	80,125 €	177%
International MBA	51,188 €	60,390 €	62,147 €	72,106 €	41%
Master in International Business	24,545 €	38,000 €	40,677 €	50,654 €	106%
Master in Management	22,500 €	54,000 €	54,000 €	54,000 €	140%



# Salary progression

Fields of knowledge



CINDY MONTOYA  
VERGEL

SENIOR MARKETING TECHNOLOGY CONSULTANT

“The Master in Marketing and Commercial Management at EAE was one of the most enriching and comprehensive experiences I have ever had in my professional and personal life. Many of the lecturers on the programs have become great friends and mentors.

Right from the start of my studies, I had the opportunity to work in the Franchise Trade Marketing Department of a Catalan multinational thanks to EAE’s Career

Center, as the continuation of a long professional career in which the knowledge acquired at EAE, I could perform above average, broaden my strategic vision and leadership, keep persevering and eventually work at various leading companies in Colombia, before moving to Canada to conquer another market, where I now work as a Senior Consultant in the Marketing Technology Department of a company operating in the USA, Canada and France”.

## Finance & Economics

31,512 €

AVERAGE SALARY AT THE  
START OF THE MASTER

50,280 €

AVERAGE SALARY AFTER  
TAKING THE MASTER

Programs	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Global Master in Corporate Finance (ONLY MADRID) H	33,333 €	40,000 €	53,333 €	44,500 €	34%
Master in Finance FT	26,766 €	36,491 €	45,429 €	56,864 €	112%
Master in Finance FT (ENG)	30,500 €	38,640 €	48,800 €	61,000 €	100%
Master in Financial Management PT	45,500 €	59,255 €	58,350 €	59,727 €	31%
Master in Stock and Financial Markets (MADRID) FT	30,000 €	35,100 €	38,000 €	41,400 €	38%
Master in Financial Consultancy and Markets PT	33,000 €	43,200 €	44,550 €	51,750 €	57%
Master in Data Science for Finance FT	35,000 €	38,000 €	46,000 €	52,500 €	50%
Master in Economic Analysis of Law and Public Administration FT	18,000 €	21,340 €	27,800 €	34,500 €	92%

## HR, Leadership, Talent & Coaching

34,851 €

AVERAGE SALARY AT THE  
START OF THE MASTER

55,848 €

AVERAGE SALARY AFTER  
TAKING THE MASTER

Programs	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Global Master in Human Resources and Talent development PT	28,571 €	32,857 €	35,714 €	37,143 €	30%
Master in Human Resources & Talent Development	36,500 €	41,400 €	46,800 €	63,000 €	73%
Master in Human Resources	30,833 €	30,979 €	35,486 €	45,400 €	47%
Master in Human Resources PT/Weekend	43,500 €	60,300 €	69,120 €	77,850 €	79%

# Salary progression

Fields of knowledge



## Logistics & Operations

46,505 €

AVERAGE SALARY AT THE  
START OF THE MASTER

71,633 €

AVERAGE SALARY AFTER  
TAKING THE MASTER

Programs	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Global Master in Project Management H	51,000 €	61,560 €	66,240 €	72,200 €	42%
Global Master Supply Chain Management & Logistics H	47,750 €	64,800 €	70,500 €	94,500 €	98%
Master in Project Management	37,500 €	43,538 €	47,224 €	51,960 €	39%
Master in Project Management Weekend	58,683 €	77,732 €	81,995 €	86,488 €	47%
Master in Supply Chain Management & Logistics	45,500 €	54,000 €	54,000 €	72,000 €	58%
Master in Supply Chain Management & Logistics PT	67,364 €	71,640 €	72,655 €	92,520 €	37%
Master in Project Management (ENG)	38,000 €	45,000 €	49,000 €	59,000 €	55%
Master in Supply Chain Management & Logistics (ENG)	26,250 €	30,000 €	36,889 €	44,400 €	69%

## Innovation & Tech

41,064 €

AVERAGE SALARY AT THE  
START OF THE MASTER

64,700 €

AVERAGE SALARY AFTER  
TAKING THE MASTER

Programs	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Master in Big data & Analytics (ENG)	31,676	41,000	43,763	51,923 €	64%
Master in Big data & Analytics ESP	28,462	38,000	47,000	54,000 €	90%
Master in Big data & Analytics ESP PT	49,125	60,000	65,000	71,280 €	45%
Global Master in Business analytics & Data strategy H	60,300	64,800	72,000	80,000 €	33%
Master in Customer experience & Innovation Weekend	56,000	60,000	63,000	72,000 €	29%
Master in Customer experience & Innovation	40,250	56,500	61,000	72,000 €	79%
Master in UX & Customer Experience	38,700	45,000	58,000	72,000 €	86%
Master in Entrepreneurship and innovation	24,000	30,667	40,500	44,400 €	85%

# Salary progression

Geographical region, functional area, sectors

## Global salaries

Region	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Europe	32,194 €	44,421 €	57,158 €	57,750 €	79%
LATAM	30,929 €	33,597 €	38,063 €	41,163 €	33%
North and Central America	29,467 €	41,467 €	68,267 €	75,500 €	156%
Asia-Pacific	27,600 €	33,600 €	41,600 €	61,333 €	122%
Africa and Middle East	26,000 €	42,000 €	42,000 €	40,000 €	54%

Functional area	Before Master	After Master	% increase
MBA and Business Management	33,870 €	67,235 €	117%
Marketing & Comunicación	34,718 €	52,446 €	52%
Finance	31,512 €	50,280 €	64%
Human Resources	34,851 €	55,848 €	57%
Project Management & Supply Chain	46,506 €	71,634 €	56%
Innovation & Data Analytics	41,064 €	64,700 €	64%

### LUIGI BUITANO PORTUGAL

MASTER'S IN INTERNATIONAL BUSINESS

INTERNSHIP AT SCHNEIDER ELECTRIC  
- GSC DEPARTMENT EUROPE LOG DC



“I am really pleased with the Professional Careers Service, especially my Careers Advisor, who always managed to clear up my queries during the selection process”.

Sectors	Before Master	3 months later	6 months later	Current salary + Bonuses	% increase
Metals	30,000 €	40,000 €	50,000 €	90,000 €	200%
Architecture	29,333 €	34,333 €	54,333 €	79,800 €	172%
Environment	30,000 €	40,000 €	90,000 €	77,625 €	159%
Energy/Electricity	29,652 €	41,652 €	55,565 €	76,948 €	160%
Media	47,250 €	80,000 €	97,500 €	76,425 €	62%
Biotechnology	32,500 €	42,500 €	60,000 €	76,000 €	134%
Industry	38,333 €	47,368 €	65,263 €	75,511 €	97%
Information Technologies	27,857 €	39,600 €	58,933 €	70,884 €	154%
Telecommunications	34,909 €	45,167 €	67,667 €	70,000 €	101%
Aeronautics	55,429 €	59,750 €	61,000 €	69,500 €	25%
Computing/Technology	25,818 €	33,333 €	42,245 €	62,776 €	143%
Automotive	33,778 €	38,222 €	44,400 €	62,455 €	85%
Food and Beverages	32,588 €	37,222 €	42,778 €	62,233 €	91%
Various Services	28,250 €	33,250 €	46,222 €	61,111 €	116%
Engineering	30,571 €	43,429 €	52,000 €	61,021 €	100%
NGO	28,000 €	32,444 €	51,556 €	59,889 €	114%
Pharmaceuticals/Chemicals	35,667 €	41,667 €	55,500 €	58,716 €	65%
Mass Market	28,615 €	34,222 €	43,556 €	57,977 €	103%
Banking/Finance	31,083 €	35,846 €	43,038 €	57,261 €	84%
Real Estate	31,143 €	37,600 €	43,600 €	56,240 €	81%
Construction	29,273 €	36,545 €	48,364 €	55,907 €	91%
Electronic Commerce	29,429 €	37,867 €	47,867 €	55,462 €	88%
Insurance/Pensions	26,909 €	30,000 €	40,000 €	54,559 €	103%
Sales	34,875 €	39,875 €	45,500 €	54,412 €	56%
Research & Development	24,000 €	30,667 €	44,000 €	54,000 €	125%
Advertising	27,125 €	30,235 €	34,353 €	53,850 €	99%
Logistics	27,862 €	32,200 €	42,733 €	51,526 €	85%
Hospitality	28,154 €	35,846 €	47,692 €	51,341 €	82%
Textiles	27,600 €	37,333 €	49,000 €	50,000 €	81%
Consultancy	30,388 €	34,324 €	39,600 €	49,351 €	62%
Farming/Livestock	31,333 €	34,667 €	51,556 €	49,333 €	57%
Export/Import	25,667 €	26,286 €	26,286 €	49,143 €	91%
Recreational/cultural activities	32,500 €	35,000 €	35,000 €	48,750 €	50%
Healthcare	27,000 €	32,400 €	42,400 €	48,400 €	79%
HR Services	32,000 €	38,000 €	44,250 €	44,875 €	40%
Public Administration	28,000 €	30,500 €	35,500 €	43,300 €	55%
Education/Training	24,320 €	26,077 €	27,615 €	41,244 €	70%
Internet	29,000 €	29,000 €	40,000 €	40,000 €	38%

# Career Development

Boosting talent is our way of doing things

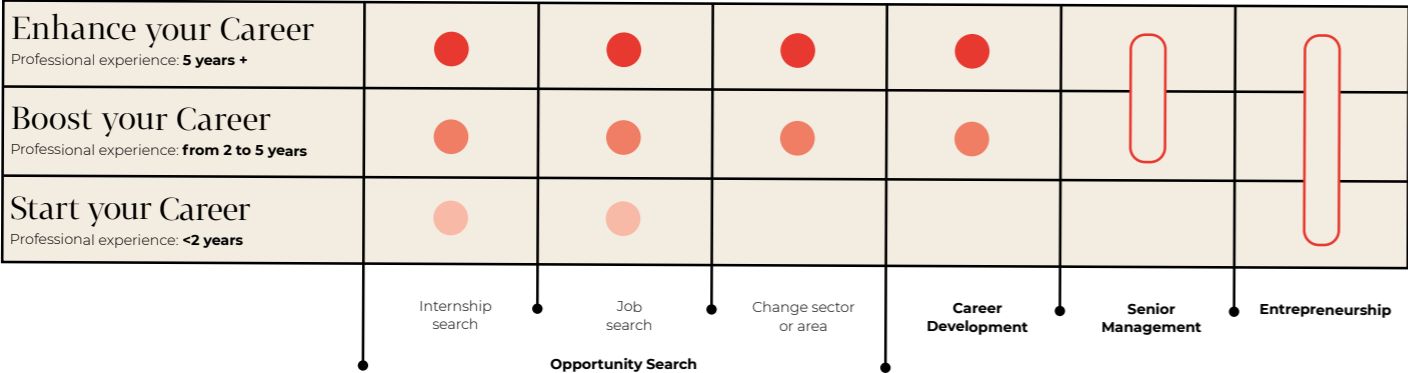
At EAE, when we talk about boosting talent, it’s not just a way of talking. It’s a way of doing things. It involves thorough planning that strives to enable our students to be the best version of themselves, from a tailored personal career plan for each student to events organized to connect passions, dreams and people.

Careers track

Making the decision to train at EAE is directly related not only to the need and desire to learn and update knowledge, specialize in a certain subject or field, but also to stand out and set yourself apart in the labour market.

With this in mind, 80% of our students choose to combine their academic life with their introduction to the world of employment with the support of our Careers team. The goal of this track is to boost the student’s employability and enhance their professional development, generating a differential value in the process. To achieve this goal, they have access to our professional experts in HR, as well as an extensive group of recruitment consultants, headhunters, coaches and other partners specializing in talent, currently working in the field.

In a professional landscape in a constant state of change, the Career Service always keeps up with the very latest trends in relation to Talent Management and Employer Branding. Together with the most suitable tools and procedures, this enables us to help you take your next professional steps and, at the same time, provide an agile response to the needs and demands of the modern labour market.



EAE BUSINESS SCHOOL MADRID TEAM

- Federica Assandria**  
Professional Career and Entrepreneurship Director

**Carla Piovesan**  
Career Advisor

**Jorge Saiz**  
Career Advisor

**Laura Herrera**  
Career Advisor
- Mercedes Ruiz**  
Career Manager

**Sára Lázaro**  
Career Advisor

**Valentina Valdés**  
Career Advisor

**Virginia Álvarez**  
Career Advisor Collaborator



EAE BUSINESS SCHOOL BARCELONA TEAM

- Anna Boixader**  
Director of Talent for Impact

**Professional Growth**

**Úrsula Molina**  
Senior Career Advisor

**Lidia Bonvehí**  
Senior Career Advisor

**Miranda Hrabina**  
Career Advisor
- Karla Assen**  
Career Advisor

**Belina de Zuloaga**  
Career Advisor

**Constanza Cristiani**  
Career Advisor Support

**Mishell Flores Career**  
Advisor Support



THE THREE KEY PILLARS OF THE CAREERS TRACK

WE IDENTIFY YOUR TALENT AXIS

Setting a goal will help you find the profession and opportunity that best suit your interests and skills, as well as to plan your training and professional path to achieve it. A crucial part of this is knowing and aligning your soft skills with the strategy to follow. To achieve this, we incorporate tools and competency tests that help is identify who you are. From this starting point, we begin to map out your own individual strategy.

WE DESIGN YOUR PROFESSIONAL PATH

Based on your goal and your experience, we design a personalized path with individual guidance with your Career Advisor, as well as group sessions that focus on self-awareness, your professional profile, the elements of communication (CV, LinkedIn), labour market knowledge, search strategies, and selection or internal promotion processes.

WE ENHANCE YOUR OPPORTUNITIES

- 1 Alongside all this, EAE brings you into closer contact with the market through its agreements with its Partner Companies, employability and internship fairs, company meetings, and dozens of recruitment and networking events, with the clear aim of expanding your network of professional contacts in order to achieve the goal you have set.
- 2 In relation to the market, EAE is a source of Talent and, as such, the Careers department acts as a talent and recruitment consultant for companies in all sectors, receiving job and internship offers, posting them on its own employment portal, as well as recruiting and presenting candidates.

# Career Development

Events to connect talent and opportunities

In 2022, the Careers team reinforced its commitment to the students' employability by organizing a series of activities focused on integrating the students within the business world, because understanding the operating dynamics of businesses and the way they acquire talent makes recruiting processes more effective.

## Building Leaders Hackathon (2022)

In the 5th edition of the Building Leaders Hackathon, a total of 10 companies took part in the on-site event, taking on the challenge of tutoring and guiding 61 students identified as having high potential to resolve a business case focused on sustainability.

The participating companies, all multinationals, operate in different sectors, which led to a great degree of diversity in the proposals put forward by the students. The cases of Amazon, Friesland Campina, Grupo Planeta, Mantu, Selecta, Schneider Electric, CBRE, Enterprise, Auchan Retail and Iberdrola were presented to inspire the 19 teams.

The Iberdrola team in Madrid, and the Grupo Planeta team in Barcelona took the top spot for the best proposals.

## Talent EAE 2022

The 6th edition of Talent EAE consolidated the event's status as the largest employability fair run by a business school in Spain, with the participation of a total of 167 companies. Held simultaneously in Madrid and Barcelona, the on-site part of the event was complemented by a strong online presence thanks to a powerful platform on which each company had its own virtual stand to present its job and internship opportunities and accept applications.

A total of 2,377 registered students had the chance to meet face-to-face with the Talent Acquisition teams of the LVMH Group, Johnson & Johnson, Correos, Glovo, Enterprise, L'Oréal, UNIQLO and Nestlé, among others. The on-site events were held at the Civitas Metropolitano Stadium of the Club Atlético de Madrid, and at the Hotel Catalonia in Barcelona.

Over the course of the day, 22 live events were organized, including Career Talks on issues related to employability and Company Meeting with TikTok (the top recruiting company for junior talent junior) in which we got a first-hand insight into the company's strategy for the future.

## Company Meetings

The aim of this conference format, which welcomed the participation of 1,600 students in 2022, is to give our students insight into the Talent and Graduate Programs run by our Partner Companies.

A total of 34 Company Meetings were run in 2022 by market leaders such as Huawei, Desigual, Amazon, Mondelez, Ecolab, Unilever, Wow Concept Store, Vodafone, Bimba & Lola, SAP, DHL and Janssen, to name just a few.



## Employability Day

**MADRID.** Utopicus.  
"Inspiring your future"

With the participation of over 60 students, the event proved to be one of the most popular of the year. Structured in three different sections, the event started with a round table in which a panel of exceptional speakers discussed "Learnability: a key skill for being more employable". The panel included Neus Portas, the Founder of Learnability Hub; Pablo Flores, the Director of People, Employee Experience and Executive Coach at Paramount; Rute Silva, the Head of People at Trucksters; and Inés Plaza, the Director of Human Resources at L'Oréal Spain & Portugal in the Luxury Division. Fernando Botella, the Coach and Speaker, captivated the participants with a motivational talk in which he encouraged them to step outside their comfort zone, be bold and innovate in order to grown as people and professionals. In the final section of the event, five consultants with an international profile (Grafton, Walters People, The Adecco Group, Spring Professional and B2Talent) held speed interviews with our students.

**BARCELONA.** . Ágora Hall.  
"What is my purpose?"

With 70 students taking part, this edition had an experiential format in which the importance of self-awareness was linked to having extraordinary, high-impact employability.

The event was divided into three sections. The first was led by Albert Sureda, a PCC Coach and Founder of Versium, who urged the students to take a more in-depth and conscious look at themselves in order to achieve a successful professional career. The second section focused on first-hand accounts of professional success from top-class executives, who explained how they achieved the maximum leadership and influence ratings in their companies based on a high degree of knowledge of their own characters: Sergio Fuster, the CEO of the Raventós Codorniu Group; David Cabero, the General Manager for Europe of the BIC Group; and Judit García, the Director of HR at Transports Metropolitans de Barcelona, the city's metro and bus operator.

Lastly, the students took part in a round table and networking event with the executives.

# Career Development

Events to connect talent and opportunities

## EFMD 2022 October Global Fairs, Powered by Highred

EFMD is a non-profit organization with over 954 participating operating in 92 countries. It boasts a network of 30,000 professionals who constitute a platform that fosters information, research, networking and, most importantly, an enriching discussion on innovation and best practices.

As a member of EFMD, EAE Business School Madrid has access to its platform, which has consolidated its status as a key tool for boosting the visibility of our students’ profiles at an international level.

During last year’s international EFMD, 2,000 students had the opportunity to introduce themselves to and interact with the top recruiting companies in the world, such as AB Inbev, Airbus and Beam Suntory, among many others.

## JobDating EAE

Now in its second edition, this recruiting event gave the students of EAE Business School Barcelona the opportunity to be interviewed by the leading national consultants with a global scope: Walters People, Talent Search People, the Adecco Group, Spring Professional, Adecco and Randstad. A total of 155 interviews were held over the course of three days, with EAE talent taking part in the selection processes for the different internship and jobs on offer.

## Meet the Headhunter

The aim of this event is to give our most executive profiles insight into what the market is looking for and expects from them, with the guidance of an acclaimed headhunter. The event includes a training session on a current issue that broadens their professional horizons, giving them an overview of the needs of the market.

In the last edition, Walters People discussed interim management and particular features of the profiles and competencies in demand from companies that have been merged or acquired by investment funds.

## Career talk

In the latest sessions of the Career Talks at the Madrid Campus, we tackled three very current topics in view of the subject matter and the impact they have on talent: Happiness at Work, Diversity and Inclusion, led by Kraft Heinz, as well as the soft skills in the highest demand.

These three topics certainly gave us the chance to see how companies deal with diversity in their workforces.

## CEO Challenge

37 students selected with executive profiles took part in the CEO Challenge 2022, with Banco Sabadell in Barcelona, and Moove Cars in Madrid.

The students participated in a simulation in which they formed part of a Board of Directors under the attentive supervision of a very demanding jury made up of Kai Moller, the General Director of Casen Recordati, Fernando Bonmati, the General Director of Chip Card, Guillermo Aos, the CEO and Founder of Pleiades, Eduardo Fernández Casas, the Director of Human Resources at the Vinci International Group, and Jaime Ozores, the Partner and Director at Odgers Berndtson.

The event began with an elevator pitch in which each of the students gave a prior assessment of the case. After this presentation and sharing their different points of view of the issue at hand, they had a limited time to make a decision on the operation proposed in the simulation. To do so, they had to take on different roles that put their competencies and knowledge to the test right from the start because, rather than taking on a role related to their real area of specialization, they had to step out of their comfort zones and assume a completely different role.



## ANDRIY OKIPNYI

MASTER IN FINANCE FULL TIME

OCTOBER 2021

“I began my Master barely a year after graduating from my Bachelor Degree and starting to work. I had always really liked the world of investments and Financial Management, but a degree on its own was not enough to break into this sector.

I worked for two consultants and, due to an M&A that I undertook, I realized that I needed to improve my financial studies, as I wanted to specialize in that area, but with my level of qualification and without any contacts, I found it hard to start working in that field, so I came to Madrid to study at EAE Business School.

The study programs at EAE are very well structured and have a great level of content. Despite already having a very good financial base, I found some of the courses hard, though I still managed to graduate with good grades.

Although the quality of the study programs is very high, there are currently 14 other schools and universities running finance programs in Madrid. In my opinion, what sets EAE apart from the other universities is the Careers department. When I graduated, I had a really high level of knowledge but no experience. Thanks to the Careers department, I had the contacts I needed to be able to work in precisely the field that I was looking for before I came to Madrid.

As a result, I am now a Quantitative Risk and Regulation Analyst at Minsait (Indra). I work on projects directly related to the most important stock markets in the world, big Tier 1 investment banks (Front Office) and large companies.

In conclusion, it was a tough year, as the program is very demanding, but it enabled me to acquire the hard and soft skills required to grow and achieve my professional goals”.

# Career Development

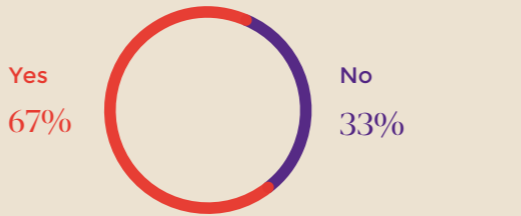
## Internship Experience

Internships are an opportunity not only to show the world everything you have learned but also to put your ambitions and dreams to the test. The following statistics give an overview of EAE students who have taken their first steps in the world of employment on an internship in an organization.

### SECTOR

CONSULTANCY / AUDITING	11%
ADVERTISING / MARKETING / PR	10%
COMPUTING / TECHNOLOGY	9%
HOSPITALITY / TOURISM / RESTAURANTS	9%
BIOTECHNOLOGY	8%
E-COMMERCE	8%
BANKING / FINANCE	7%
LOGISTICS / DISTRIBUTION / TRANSPORT	6%
VARIOUS SERVICES	5%
REAL ESTATE/PROPERTY	5%
INFORMATION TECHNOLOGIES	5%
MASS MARKET	5%
SALES	3%
EDUCATION / TRAINING	3%
ENERGY / ELECTRICITY	3%
ENGINEERING	3%
FASHION AND LUXURY	3%
HR SERVICES	3%
HEALTHCARE	3%
INSURANCE/PENSIONS	3%
FOOD AND BEVERAGES	2%
CONSTRUCTION	2%
MEDIA	2%
TELECOMMUNICATIONS	2%
AUTOMOTIVE	2%
PUBLIC ADMINISTRATION	2%
TEXTILES	2%
INDUSTRY	1%
NGO AND SOCIAL SERVICES	1%
ENVIRONMENT	1%

### PERCENTAGE OF STUDENTS CONTRACTED AT THE END OF THE INTERNSHIP



### AREA / FUNCTION



### FINANCIAL SUPPORT FOR INTERNSHIP

750€

ON AVERAGE, INCLUDING PART-TIME AND FULL-TIME INTERNSHIPS

### Percentage of students on internships by program

Business Management	87%
International MBA	89%
Master in International Business	81%
Master in Sports Management	80%
Master in International Business (ENG)	85%
Master in Management	96%
MBA in spanish	88%
Luxury Brand Management MBA	90%
Master in Entrepreneurship and Innovation	84%
MBA in English	88%
Finance Management	89%
Master Data Science for Finance	85%
Master in Stock and Financial Markets	80%
Master in Economic Analysis of Law	85%
Master in Finance	98%
Master in Finance (ENG)	97%
Supply Chain Management	97%
Master in Supply Chain Management & Logistics	82%
Máster in Supply Chain Management & Logistics (ENG)	112%
Talent & Leadership Management	98%
Master in Human Resources Management & Talent Development	98%
Master in Human Resource Management & Talent Development (ENG)	97%

Project Management	90%
Master in Project Management	83%
Master in Project Management (ENG)	96%
Marketing & Digital Transformation	91%
Master in Corporate & Digital Communication	90%
Master in Customer Experience and Innovation	91%
Master in Digital Marketing & E-Commerce	97%
Master in Marketing and Commercial Management	94%
Master in Sponsorship, Events Organization and Protocol	99%
Master in Psychology and Consumer Behaviour	80%
Master in Digital Marketing	91%
Master in Marketing and Sales Management	85%
Tech & Data Management	90%
Máster in Big Data & Analytics	98%
Master in Big Data & Analytics (ENG)	82%
Hospitality and Tourism Management	96%
Master in International Tourism Management	90%
Master in Hotel Management	99%
Master in Event Management	100%



# Career Development

First-hand experiences

Find out how our students themselves rate the services offered by the Careers & Talent for Impact departments, as well as their experience on internships in companies that, in 67% of cases, went on to become permanent employment contracts.

## NICOLE ULACIA SAAD

MBA  
FULL TIME - APRIL 2022  
KIKO MILANO

“As a student on the Full-Time MBA (April 2022 intake), I am very pleased to report that my experience with the Professional Careers department marked a turning point in my professional and personal development. For over six months, I benefitted from the full support, advice, empathy and guidance of my Career Advisor, who not only gave me highly personalized and strategic tips and tools, but also enabled me to take part in selection processes for multinationals, which broadened my perspective and gave me a closer insight into the employment market in Spain, right through until we achieved the goal we set at the beginning: joining a multinational in the cosmetics sector. My Advisor recommended me directly to the HR team and guided me throughout the whole process. Moreover, in the different selection processes, she helped me prepare for the interviews and online evaluations, and even lent a hand to coordinated meetings with other Advisors to round off my preparation. I am so grateful and excited about the new challenge that I am embarking on”.

## M. LOPEZ

MASTER IN SUPPLY  
CHAIN MANAGEMENT  
FULL TIME - OCTOBER 2021

“Thanks to the support of my Professional Careers Advisor and his team, I was able to get a top-class internship and improve my curriculum for European companies. They were always keen to help me with anything they could and gave me the best tips for searching for jobs”.

## FELIPE ROJAS

MASTER IN PROJECT  
MANAGEMENT  
FULL TIME - APRIL 2021  
VISIOTECH

“I felt very well advised and accompanied in all the selection processes that I took part in thanks to the work and support of my Career Advisor”.

## LUIS PABLO RINCÓN BAGÜÉS

MASTER IN BIG DATA & ANALYTICS  
FULL TIME - OCTOBER 2021  
DELOITTE

“My experience with the Career Service in general and, personally, with my Advisor was very productive. I am really satisfied with the training and monitoring, because I have learned everything there is to know to be able to raise my professional profile and succeed in selection processes. I would also like to highlight the team’s efficient management of the agreement procedure with each company”.

## ADRIÁN RODRÍGUEZ

MASTER IN FINANCIAL MANAGEMENT  
PART TIME - OCTOBER 2021  
DELOITTE

“Personally, I find the Professional Careers department really useful and I try to take advantage of all the opportunities that it offers. As far as I know, all my classmates on the Master feel the same, regardless of whether or not they are interested in looking for a job or not. The Talent EAE event they organized was fantastic!”

## LUZ GEANNELLA CHAVEZ SANCHEZ

MASTER IN HUMAN RESOURCES  
AND TALENT DEVELOPMENT  
FULL TIME- OCTOBER 2021  
UNIVERSIDAD NORBERT WIENER

“I am really very satisfied with all the support I received from the Careers services team, who were very proactive and genuinely keen to help. The whole team was always ready to offer a hand. Moreover, it is always great to see internship opportunities in our sector. My Master covered lots of vacant positions in terms of internships, which makes the whole student experience far more rewarding. Thank you so much for all your support and help”.

## MÓNICA ANAIS VILLÓN MASIAS

MASTER IN PROJECT MANAGEMENT  
FULL TIME - OCTOBER 2021  
ITEGGO CONSULTING

“In my opinion, the Professional Careers service offers great added value to the School’s curriculum. Talent EAE and the workshops with companies gave me a great deal of insight into how the selection process works in leading firms in the country. Thanks to the Employability Workshops and Actions Groups, I gained new strategies for applying for jobs, such as networking on LinkedIn and preparing for interviews. The whole team and Mercedes in particular are highly trained people with a sound knowledge of the legal aspects that international students have to bear in mind”.

# Career Development

Top Recruiters and Partners

## CONSULTANCY & BUSINESS SERVICES

KPMG  
Accenture  
Randstad  
PWC  
EY  
Deloitte  
Lee Hecht Harrison Llc  
Robert Walters  
Adecco

## CONSTRUCTION, REAL ESTATE, ENERGY

Repsol  
Selectra  
Schindler  
Técnicas Reunidas  
EDP  
Holaluz  
Engel & Völkers  
Schneider Electric

## FINANCIAL SECTOR

Grupo Santander  
BNP Paribas  
MAPFRE S.A.  
Banco Inversis  
BME Post Trade Services, S.A  
Bankinter S.A.  
BBVA  
Banc Sabadell  
Zurich  
Deutsche Bank

## MASS MARKET, RETAIL, FASHION AND BEAUTY

Carrefour  
Amazon  
Leroy Merlin  
Salesland  
Philips Ibérica  
AWWG  
LOEWE  
L'Oréal España  
Sephora  
LVMH  
TENDAM  
General Electric  
Nike  
Procter & Gamble S.A  
Revlon  
UNIQLO  
Desigual  
Unilever  
Primark

## MARKETING & COMUNICACIÓN

Nielsen  
Atrevia  
LLorente y cuenca  
Ogilvy  
Omnicom PR Group  
HAVAS MEDIA GROUP  
Emagister  
Kantar

## INDUSTRIAL

Signify  
CEPSA  
INDRA SISTEMAS, S.A  
Merck Group  
Ferrer  
Sanofi  
SEAT

## LEISURE & TOURISM SECTOR

Radisson Hotels  
Grupo Planeta  
Palladium Hoteles  
La Casa del Libro  
La Liga  
MELIA  
NH Hotel Group  
Grupo Freixenet

## HEALTH SECTOR

Johnson & Johnson  
Novo Nordisk  
Quirón Salud  
SUANFARMA

## DISTRIBUTION, TRANSPORT & LOGISTICS SERVICES

ID Logistics  
Chep  
Correos  
DHL

## TECHNOLOGY

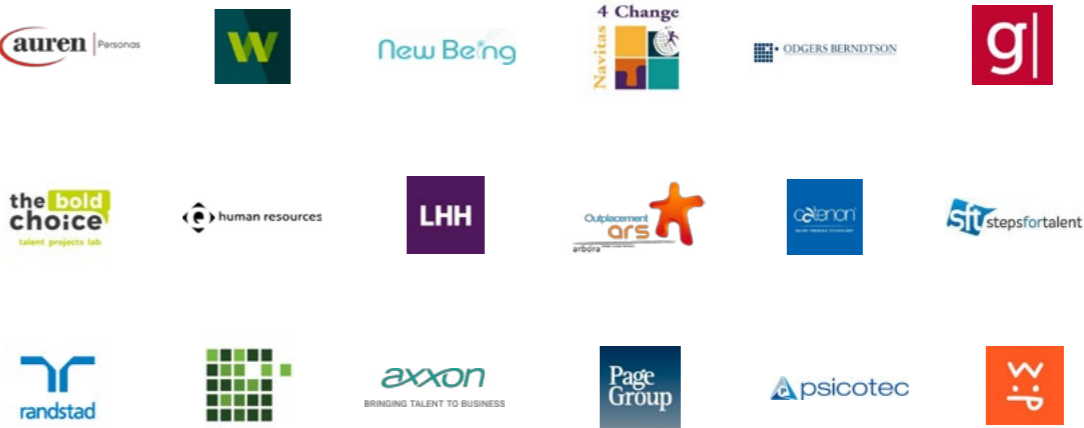
NTT Data  
Siemens  
Orange  
Vodafone  
Fellow Funders  
IBM International Services  
Center S.A.  
Optimissa  
Minsait  
T-Systems  
HP  
Glovo  
Keysight Technologies

## STARTUPS

Cobee  
Fever  
Aloja Experince  
Factorial  
Wallbox  
Trioteca



## Companies collaborating in activities and events



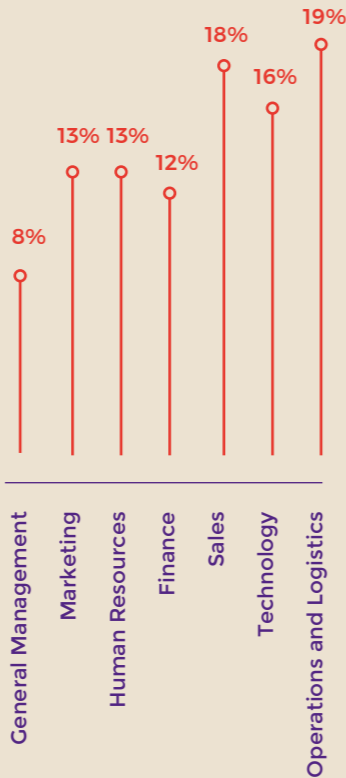
# Career Development

The opinion of recruiting companies

DCH, the International Organization of Human Capital Directors, with 4,500 members at a global level in in Spain, Portugal, Mexico, Argentina, Brazil, Peru, Paraguay, Uruguay, Colombia, Chile, Central America, the Caribbean and the USA, recently published the 7th DCH Barometer of Talent Management in Spain, Portugal and Latin America 2022 in collaboration with EAE Business School. The reports presents the opinions and evaluations of 550 human capital executives of large companies regarding key projects and trends in the field of Talent Management in 2022.

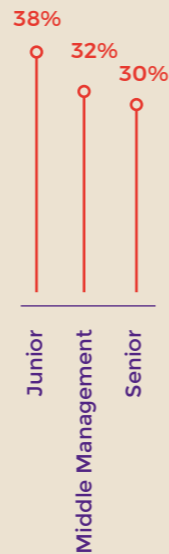
In this Employment Report, we would like to share some of the report's most important conclusions that affect our students' employability.

CONTRACTING BY DEPARTMENT



Your future employability will particularly depend on the People Management Directors in companies. This is what they think.

CONTRACTING BY PROFILE



MASTERS IN THE HIGHEST DEMAND



Source: 7th DCH Barometer of Talent Management in Spain, Portugal and Latin America 2022.

# Career Development

Testimonials from recruiting companies

3 of the recruiting companies that we worked with in 2022 tell us about their experience of taking on EAE students, and share a few key insights to understand the current market for people management.



**ANTHONY DUDA**

TALENT ACQUISITION MANAGER  
AT SIGNIFY



**FEDERICO VAZQUEZ**

HR DIGITAL DEVELOPMENT DIGITAL  
TECHNICIAN AT PIERRE FABRE



**XAVI MORALO**

EMPLOYEE EXPERIENCE &  
EMPLOYEE RELATIONS SPECIALIST AT CARGILL



**What is your talent acquisition policy? (what do you need/offer?)**

**CARGILL**  
We are looking for both blue-collar profiles for our industrial plants (Production and Maintenance operators) and white-collar profiles to manage the businesses, primarily from our head offices in Sant Cugat (Finance, Sales, Supply Chain, Customer Services, etc.). So far, all the students selected from EAE Barcelona have joined our offices in Sant Cugat to work in the abovementioned departments, with their work all depending on the production of the industrial plants and the buyers, shippers and customers.

**PIERRE FABRE**  
Our talent search focuses on capable students who identify with our mission, vision and values. We also rate their interest and enthusiasm for achieving and leading any kind of project.

Pierre Fabre Ibérica offers the following benefits:

- Flexible timetable.
- 2 days remote working.
- Ease of employability in

both the skin cosmetic and pharmaceutical markets.

- Continuous training on our brands and products.
- Paid internship.
- Intensive summer timetable.

**SIGNIFY**  
With sales of 6.9 billion euros in 2021 and operating in over 70 countries with around 37,000 employees, these figures show that we capitalize on the extraordinary potential of light to achieve a better world and a brighter life. We believe that a diverse team and an inclusive working environment are essential factors in the success of an innovative business. Our company is committed to diversity, equality and inclusion in the workplace. As such, we offer equal opportunities for all our jobs.

**What trends do you analyse in the market and how do you adapt to them?**

**CARGILL**  
Labour Market: Conclusions and opportunities

- Lower unemployment > higher employment > more market dynamism
- The same candidate applying for more offers at the same time
- Greater speed in processes > Lower risk of losing candidates
- Increased number of permanent contracts > whenever possible
- 25% youth unemployment > opportunities for Trainees / Graduates / Entry level
- 10% female unemployment > opportunities to increase diversity

**PIERRE FABRE**  
We are analysing the trend of a highly competitive and digitized labour market, which makes it very important to offer the option of flexibility, giving interns the opportunity to work remotely. We also know the importance of acquiring new

knowledge and experience, so we ensure that our interns finish their placement with us with an extremely solid foundation to join the labour market.

**SIGNIFY**  
As a leading company in the lighting sector, Signify opts for young talent with innovative ideas who help develop differential projects with a large technological, sustainable and digital impact. Through our employees, we embrace our commitment to improve our positive impact on the environment and on society at a national and global level. In our offices in Madrid, we have national and international teams who oversee professional development and help to fully exploit the potential of the people who grow with Signify.

**How do you rate EAE students?**

**CARGILL**  
We rate EAE students very positively, especially in the Supply Chain and Customer Services Departments. Their Managers are very satisfied with their level and, in particular, their attitude with respect to learning and effort, achieving great performance as a result. Moreover, as well as the professional side of things, they generate a fantastic team atmosphere that is energetic and youthful. We are so satisfied with their performance that we have contracted various students at the end of their internship, taking on an employment position at Cargill.

**PIERRE FABRE**  
Our evaluation is more than positive. All the students who have done an internship at Pierre Fabre have achieved and exceeded the objectives set. They have always adapted very easily to both our values and our pace of work.

**What has your experience of working with us been like?**

**CARGILL**  
Our experience working with EAE Barcelona has been excellent. In fact, the team at Cargill would rate it as the best institution for organizing internships, due to the speed with which they send us CVs and draft the internship agreement (for the longest possible period), as well as the good communication with the internship administration staff.

**PIERRE FABRE**  
We have always felt very well attended and accompanied, both in terms of the search for suitable interns and the management of each process.

**SIGNIFY**  
EAE is a strong talent pool for technological and multidisciplinary profiles that are perfectly suited to Signify's philosophy.

# Soft skills power skills

Beyond the Programs and the Careers Services

At EAE Business School, we give you the opportunity to take part in training programs that complement the skills and competencies required to take on positions of leadership and responsibility in your chosen field of knowledge.

### PROFESSIONAL COMPETENCIES

The world of business has undergone a profound change over the past few decades. The emergence of digital technologies and globalization have triggered a great shift in the landscape in which businesses operate and have ushered in a new age in which uncertainty and the need for constant change are just a sign of the times. Within this new context, new skills and professional competencies are required by those taking on positions of responsibility in companies and organizations.

At EAE Business School Madrid, you can specialize by opting for a Minor program in areas such as Big Data, Phyton and disruptive leadership, among many other options. Moreover, the School gives you access to a soft skills program that enables you to strengthen key factors and skills for success, such as leadership, emotional intelligence, conflict resolution, flexibility, negotiation and critical thinking.

At EAE Business School Barcelona, you have access to the cross-cutting Augmented Learning program, which is academically integrated within the postgraduate program that you have chosen, as well as the optional Accelerator Digital Program developed and run by Mobile World Capital Barcelona in collaboration with Barcelona Digital Talent, which gives training in a bootcamp format and access to the Boost The Talent program, which gives you the opportunity to work in local innovation hubs.



### STUDENT EXPERIENCE

Another of the sections of our School whose work focused on boosting employability is the Student Experience team. Embracing a student-centric culture, we design activities to give you an experience beyond the professional sphere and which even exceeds your expectations. We strive to be present at all times throughout your studies to offer you a wide range of events to bring you into closer contact with the world of business and lay the groundwork for your future professional and social networking. We also offer you a program with coaching sessions to identify and strengthen your competencies (Impactful Leadership).

### PARTNER COMPANIES TAKING PART IN NETWORKING ACTIVITIES:

Nestlé, Amazon, Coca Cola, ISDIN, Port de Barcelona, Bimbo and Lacoste at the Barcelona Campus. Microsoft, BlaBlaCar, BBVA, Wood McKenzie, Demium, Robert Walters, Novartis, DHL, CaixaBank, NBA, Spanish Paralympic Committee, Clear Channel and Grant Thornton Consulting at the Madrid Campus.

The topics covered in the networking activities included the metaverse, smart cities, female leadership in the digital world, food sustainability, strategies in response to the great resignation, the sports industry, sports marketing, leadership and cryptocurrencies.

### During 2022

640

EVENTS

20.700

STUDENTS REGISTERED FOR ACTIVITIES WITH AN AVERAGE ATTENDANCE RATE OF 78%

+ 1.200

STUDENTS PARTICIPATED IN SPORTING ACTIVITIES RUN BY THE SPORT & WELLNESS CLUB AT THE BARCELONA CAMPUS.

2.200

STUDENTS TOOK PART IN SOFT SKILLS TRAINING ACTIVITIES, GIVING IT A RATING OF 9.1.

# Entrepreneurship & Innovation

The power to change the business world

Since we launched the EAE Entrepreneur program in 2019, **over 2,000 students** have chosen to take part in this accompaniment scheme. Our objective is to set the standard in entrepreneurship and innovation, driving forward positive impacts, whether it be through a scientific advance, a way to improve the quality of life or to create a more sustainable society.

EAE Business School also has an accompaniment program for you if you want to develop your own business idea or take a business that you have already established even further. With EAE Entrepreneur, your project takes shape through a program of training, accompaniment and financing adapted to your situation, profile and objectives.

Since we launched the EAE Entrepreneur project in 2019, over 2,000 students have chosen to take part in the scheme and 250 projects have been evaluated.

The program runs for ten months, during which you can design and strengthen your own business models over the course of the different phases that you have to complete. Each phase involves a period of learning and preparation, with progress being tracked through training activities, mentoring and coaching sessions and networking events. The program culminates with a challenge that you have to complete successfully.

Only the best projects make it to the last phase, in which they are incubated in the EAE Propeller for three months. During this time, we accompany you as you develop, consolidate and validate your business concept. We use Lean Startup and experimentation techniques and provide guidance on Digital Marketing, Sales and Operations and Digitization, as well as support on financial and legal aspects. Moreover, the teams benefit from

the specialist accompaniment of a Team Coach, a Startup Advisor and a Business Mentor.

Over the course of the three months, the teams also take part in Pitch events, in which a Pitchmaster gives them constructive feedback that helps them design a solid story to tell for the sales and finance-raising stages.

Lastly, all the teams are invited to showcase their venture at Demo Day, when each project has the opportunity to present its value proposition, solutions and processes to a specialist audience made up of networks of investors and key players in Spain's entrepreneurial ecosystem.

The School's flagship entrepreneurship event takes place at 4YFN, Spain's largest startup event organized by the Mobile World Congress (MWC), at which we hold the EAE Impact Awards in recognition of the most innovative and disruptive projects that develop business models that help us work towards achieving the SDGs.

EAE Entrepreneur also benefits people who work for others, helping them to develop the role of internal innovator and take the lead with a plan to transform the company.



# Entrepreneurship & Innovation

EAE Entrepreneurial Profile

12%

OF OUR MASTER STUDENTS  
ARE ENTREPRENEURS

34%

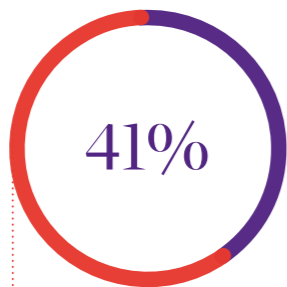
CREATED THEIR COMPANY  
BEFORE FINISHING THE MASTER

38%

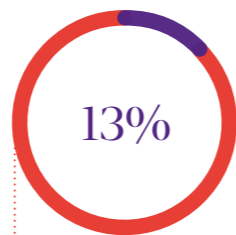
CREATED THEIR COMPANY WITHIN A  
YEAR OF COMPLETING THEIR MASTER



OUR ENTREPRENEURS'  
TURNOVER



HAVE A TURNOVER OF  
**MORE THAN €100,000**  
IN THE LAUNCH YEAR



HAVE A TURNOVER OF  
**MORE THAN €500,000**  
IN THE LAUNCH YEAR

2.050

Students interested  
in taking part in EAE  
Entrepreneur since  
October 2019

> 250

Potential projects  
evaluated

86

Projects considered  
for selection

57

Projects selected and  
received services

19

Projects on  
the market



# Entrepreneurship & Innovation

EAE Propeller 2022

## PROJECTS

In the last incubation cycle of EAE Propeller, mentors, coaches and partners from Spain's entrepreneurial ecosystem all took part, with eight interesting projects getting up and running.

Here is an overview of the incubated projects.

## EAE PROPELLER II STARTUPS

**The Renai:** Virtual fashion platform that uses applied technologies to offer a personalized design experience and a store to buy and sell quality from emerging designers.

RENAI

**Time to Dial:** An IT solution for monitoring staff entry and leaving times using smartphone devices and/or telephone calls. Designed for companies or teams working with varying timetables, the solution facilitates staff management, minimizing absenteeism and optimizing work times.



**Turtle:** Services for exporting company to boost sales of products remotely and reduce international returns by improving the customer experience through augmented reality and other digital tools.



**Cyrcl:** Cyrcl offers efficient and sustainable delivery services for e-commerce products by removing single-use packaging using reusable shipping solutions (circular economy).

CYRCLE

**Art Vessel:** Based on a collaboration with contemporary artists to develop a joint project in which the artist generates their artwork and Art Vessel generates audiovisual content to accompany it, which can also be used for events in the artist's studio.

artvessel.art



**PILA:** A marketplace specializing in the cycling sector offering the safe rental of material in order to make a purchase decision based on real sensations, thereby optimizing the cyclists' investment in terms of both money and time. PILA minimizes the risk of error and injury, as well as exponentially boosting the cyclist's happiness with the bicycle.

pilacycling.myshopify.com

pila

**PAW:** Paw strives to accelerate the social inclusion of families with pets through an agreement between business owners, pet owners, society and government institutions.

paw

**Momentum:** Momentum helps companies in the primary sector and vertical Agri-Foodtech startups to acquire funding for their projects in the transition towards the farming of the future through a specialized crowdlending platform.

momentum

# Empowerment through leadership

Barcelona | March 31st, 2022



# Entrepreneurship & Innovation

## Partners & Team

### ADVISOR

**Santiago Tobón**  
Co-Founder of Aloha

### COACHES

**Jose Santamaría**  
CEO of Newbeing

**Sandra Martínez**  
Head of Talent at Quadpack

### DIGITAL CONSTRUCTION EXPERT

**Alejandra Valencia**  
Co-Founder of Mimusa.io

### EXPERTS

**Danny Saltaren**  
Product Manager / Co  
Founder de Minimum.run

**Alex Bernado**  
No Code Hackers

**Paula Bethonico**  
Design and Product Lead en Noba

### FINANCE EXPERTS

**Carlos Ordoñez**  
CFO of Abogados Para Tus Deudas

**Anindya Saha**  
Founder of Nero Ventures

**Carmen Pumariño**  
Investor Manager at Zubi Capital

### GO TO MARKET EXPERT

**Susana Ercolani**  
Co-Founder of Greety Box

### LEAN EXPERT

**Daniel Medina**  
Director of Innovation&  
Strategy at Area 101

### LEGAL EXPERT

**Rocío Alvarez**  
CMO at Token City

### MENTORS

**Carmen Carpintero**  
Anthony Travel

**Cristian Uii**  
Co-Founder of Area 101

**Nacho Sala**  
Marketing Director at  
Atrapalo.com

**Sonia Demet**  
Barrabéz.biz

**Alba Garcia**  
Co-Founder of Bcome

**Marta Ordeig**  
Founder of Garage Stories

**Luis Losantos**  
Financial Director at Gesvalt

**Sofia Garin**  
Senior Project Manager at Inedit

**Francisco Lopez**  
Wealth Manager at Trimetrium

**David Hernandez**  
Ufounders

**Eva Aurin**  
E-Health Manager

**Blanca Garellly**

**Sara Haloua**

**Elena Yelamos**  
BBVA Art Collection

### MARKETING EXPERT

**Jorge Fields**  
Managing Partner of  
Cupido Capital

### NETWORKING EXPERT

**Nicolás Escartín**  
COO at Qbeast

### PITCH MASTER

**Itziar Blasco**  
Head of Startup Program  
at Barcelona Activa

**Paz López**  
Open Innovation Director  
at Barrabéz.biz

**Sergi Capell**  
Design and Innovation  
Consultant at Casa De Carlota

**Francesc Trias**  
Partner and Director at  
Daleph Iniciativas

**Juan Herrero**  
Deloitte Ventures

**Susana Julián**  
Consultant Galaris Development

**Mireia Mir**  
General Director at Indplus

**Azucena Elbaile**  
Director of La Nave

**Jesus Daniel Fernandez**  
Leadership at Minsait

**David Casas**  
Managing Director at Oceanity

**Alejandro Briseño**  
Opinno

**Marta Palomar**  
Acceleration Program Director  
at Órbita Acceleration

**Carles Mur**  
Co-Founder of Pinn

### SALES EXPERT

**David Tobón**  
Co-Founder of Capital Firend

### TEAM MATES

**Antonio Rodas**  
Co-Founder of Dibugal

**Josep Ollé**  
Co-Founder of Films En Off

**Inés Rubinat**  
Co-Founder of Films En Off

**Tomás Kohan**  
Founder of Soy Deli

### VALIDATION ASISTANT

**Tarcila Sugiyama**  
Investment Analyst at VOX Capital

### VALIDATION EXPERT

**Guillem Falgueras**  
Business Associate at NOBA



# Entrepreneurship & Innovation

Partners & Team

## Partner companies taking part in EAE Entrepreneurship activities



### GIANLUCCA NORIEGA DE L'ORÉAL

MASTER IN MANAGEMENT IN MARKETING AND COMMERCIAL MANAGEMENT

“In 2019, I took the leap to take the Master in Marketing and Commercial Management, with so many challenges ahead in a new city, with different traditions and culture, a difficult economic landscape and challenging labour market. Starting from scratch seemed overwhelming but EAE Business School expertly played a key role in my development and employability. I had the chance to interact in class with excellent professionals, and gain insight into the latest trends from top-class lecturers.

I now work for L'Oréal Spain, where every day I tackle situations that require me to put the knowledge I acquired at EAE into practice. Taking part in the program really boosted my personal and professional growth. It was a rewarding experience in all respects. I gained extremely valuable knowledge and built great friendships. I encourage students and professionals to step outside their comfort zone and keep acquiring new skills. The best investment you can make is in yourself.”

## EAE Entrepreneur Team



### ARMANDO SALVADOR

DIRECTOR OF THE INCUBATOR



### ANINDYA SAHA

DIRECTOR OF THE ACCELERATOR AND EAE INVESTOR



### MANEL PÉREZ

DIRECTOR OF CORPORATE VENTURE



### HENRI MENNENS

DIRECTOR OF THE BUSINESS INCUBATION PROGRAM



### CARMEN PUMARIÑO

DIRECTOR OF INVESTMENTS AT EAE INVESTOR



### MARIA XIMENA RODRIGUEZ DURAN

TALENT COORDINATOR EAE ENTREPRENEUR

# Entrepreneurship & Innovation

Event & Networking

## BOOTCAMP MADRID AND BARCELONA

As part of the preparation process for accessing the Propeller program, two bootcamps were held in Barcelona and Madrid, in which 36 participants took part in workshops on Finance, Marketing, Legal, Prototyping and Business Models.

## OPEN INNOVATION DAY BARCELONA AND MADRID

In 2022, we welcomed 7 trailblazing innovative companies that inspired almost 100 students in Madrid and Barcelona at events that included talks and workshops.



## DESIGN SPRINT SOCIAL IMPACT CHALLENGE

25 teams from the two campuses competed to make it to the final of the Design Sprint Social Impact Challenge. Cyrle, a project masterminded by Robin and Robyn, students on the Master in International Business from Austria and the USA respectively, eventually took the crown. Cyrle is a startup specializing in reusable packaging for e-commerce.

## 4Y4N-MWC

At the MWC, EAE Entrepreneur took an active role, chairing talks in which we showcased the potential of the School and our entrepreneurial students.

## ENTREPRENEURIAL AWARDS

We took part in the first edition of this event organized by the Carlos Moro de Matarromera Foundation in collaboration with the National Federation of Self-Employed Workers and PWC. The awards are given in recognition of the self-employed workers who, through their business venture, contribute towards the economic development of rural areas of Spain.



# Entrepreneurship & Innovation

## EAE Investment

Through its various incubation and acceleration programs, EAE Business School has facilitated the creation of the largest number of startups by international students in Spain. This achievement is the result of the successful efforts of lecturers, professionals with experience in the sector, and the entrepreneurs themselves.

### CHECK-TO-BUILD

Integration of 3D tools in construction.

- Contestant in the Entrepreneurship World Cup 2021 in Saudi Arabia as the startup representing Spain.
- In 2021, the project raised €500,000 and generated a turnover of €90,000€. Since it was created, the project has raised €772,000 in financing.
- 325 tonnes of material waste saved and €42,150 saved for its clients.
- Strategic alliances: AC-Hub, Official Association of Quantity Surveyors of Madrid, the Ptec platform, Association of Quantity Surveyors of Madrid, and the Innovative and Sustainable Construction Techniques group of the Universidad Politécnica de Madrid.
- 

### JIBU H2O

Transforming the experience of drinking water while caring for the planet.

- Jibu h2o finished 2022 with a turnover of €30,000, having raised €100,000 in financing in a pre-seed round, financed by ENISA.
- 29 devices in operation, dispensing a total of 79,000 litres of water, equivalent to a saving of 144,000 plastic bottles.
- The company has expanded its operations to the Canary Islands and Rome.
- Winner of the best startup award of the pre-acceleration program of Col-lab de Las Naves in Valencia (€3000).
- Winner of the Accedit N° 3 prize of the Hackathon organized by the Valencia City Council.
- Winner of the best startup award of the Scale-up program of Col-lab de Las Naves in Valencia (€5000).
- Finalist in the El Corte Inglés Awards in the More Human Category.
- Participation in 4YFN at the MWC 2022.

### EDUCATLY

Building the world's biggest education network.

- It finished 2022 with a GMV of 640,000 USD, which is equivalent to a growth rate of 452% compared to the previous year, in which it reached a total of 1.1 million students in the MENA region and 150 countries.
- It has 28 employees. Ali Mattar, Director of LinkedIn EMEA Venture Markets, has joined the Board of Directors.
- It works with Mpower Financing to offer opportunities to disadvantaged students. 7 students have benefited from 100% grants to take a Master at a US university.
- Educatly raised 660,000 USD in its seed round.

### EDUCALL

Mobile microlearning on a chat or long-distance call.

- The project has had an impact on over 100 children through its learning call services.
- The startup represented Colombia in the Entrepreneurship World Cup in Saudi Arabia 2022.
- Top 100 in the world: Falling Walls Lab winner for Colombia 2021.
- Second place in the SurSur Innova Top 10 at T-Prize.

### iLoF

AI to accelerate the discovery and development of personalized pharmaceuticals.

- It raised 4.89 MEUR in financing in 2022, as well as a grant of €880,000 from FEDER. In total, it has raised 8.2 MEUR since it was founded.
- In 2022, Dr. Mehak Mumtaz, Co-Founder and COO of iLoF, won the prize for the best Innovators under 35 years old, awarded by the European Innovation Council (EIC).
- Winner of the 4YFN Impact Award 2020.
- The founders were selected in 2020 for the Forbes 30 under 30 list in the Science & Healthcare category.
- Ranked among the 150 best digital health companies in the world, according to CB Insights.
- Winner of the DT50 award in the technology category. Finalist in Alibaba Jumpstarter.

Over the last 6 years, we have incubated 46/57 startups, masterminded by both Spanish and international students, including 7 spin-offs and 17 startups already generating turnover.

On our acceleration program, we continue supporting the startups that have already moved on from the incubator. This phase is more selective and the projects have to have greater complexity and multiple objectives (not simply looking for financing). We currently have 5 startups at different stages of development, including Jibu h2o (Barcelona), Check2Build (Miami), EducALL (Bogotá), Educatly and iLoF (London).

Migrant entrepreneurs come to Spain with a dream and a drive to work hard. They tend to cater for parts of the market that

self-employed workers and SMEs have been forced to abandon for one reason or another. Currently, one out of every 15 self-employed professionals in Spain comes from abroad. These entrepreneurs often share special characteristics:

- (1) They create businesses based on need and opportunity;
- (2) They run businesses more aimed at the open market than at the ethnic niche that they form part of;
- (3) They have a global perspective and embrace transnational practices.
- (4) They have a positive impact on the local innovation ecosystem (example of the European immigrant in Spain).

Moreover, since 2019, EAE has been focused and actively working on diversity and impact. We have supported startups led by female entrepreneurs, organizing meetings with investors. Since 2021, within the framework of 4YFN as part of the Mobile World Congress in Barcelona, we have organized the Impact Awards by EAE. In the last edition, 58 startups from 11 countries took part. The winner was the London-based venture Otail , headed by the Israeli entrepreneur Ronit Mayer, who works in the reverse logistics sector.

ANINDYA  
SAHA

EAE INVIERTE



### CAROLINE SCHOB

MASTER IN INTERNATIONAL BUSINESS - OCT 2020

CO-FOUNDER AND CEO OF NEWORN

“The EAE Entrepreneur experience was incredible. It gave me the confidence I needed to start my own business. It showed me the fundamental aspects of entrepreneurship and gave me a set of skills that I could use not only in my company, but which also help me in the business world in general. The hardest part is the start, taking the first step. But the fantastic team at EAE Entrepreneur make it seem easier and fun throughout the journey. I recommend this Master to anybody who is or wants to be more creative, who has a thirst for life and is keen to gain a practical perspective of the world of business”.

# Entrepreneurship & Innovation

Achievements that show our position as leaders in the entrepreneurial ecosystem

Since 2019, EAE Business School has been strengthening its presence in the ecosystem of Spanish innovation and entrepreneurship, taking a proactive role and the lead in several important projects.

We have worked on open innovation projects with companies and have attracted professionals from leading companies in the innovation ecosystem to our incubation laboratory. Here are some of the highlights of the last year.



“We feel very pleased and honoured to have made it this far. The process has involved a great deal of effort and learning as a team. We want to make the Vassie project a reality and we will keep working to achieve this goal. Moreover, we would like to thank EAE Business School and Babson College for their support and for putting their faith in our project”.

“As a team, we are really proud of this international recognition. The project originated from this competition and it encourages us to keep on getting stronger.”

## TEAM VASSIE

“InPower is less than 90 days old and it has already managed to take second place in a competition with other incredible projects from lots of different countries. We believe that this competition is simply the start of something bigger and we are working to create a world in which inclusivity in the workplace is really promoted. We are currently taking part in a Design Sprint to overcome the initial challenges that have come up in the development of InPower with mentors from EAE Entrepreneur, as well as holding team meetings every to turn this project into a reality as soon as possible.”

## TEAM INPOWER

### EAE Impact Awards at 4YFN

These awards are given in recognition of entrepreneurs who are developing business models that help us work towards achieving the SDGs and accelerate progress towards a more sustainable, fair and inclusive world. In the last edition of these awards for entrepreneurial talent from all over the world, startups from 11 different countries took part. The grand final is held each year on the Discovery Stage of 4YFN, the event run by Mobile World Congress at which EAE always has stand where it organizes activities and boosts the visibility of projects characterized by a remarkable degree of innovation.



### EAE Madrid, picked as a project accelerator by the Community of Madrid

EAE Business School Madrid is one of the 3 organizations chosen by the Community of Madrid as an entrepreneurial project accelerator within the framework of the Recovery, Transformation and Resilience Plan financed by the Next Generation fund of the European Union.

Over the last six years, the School has boosted the entrepreneurial ecosystem by supporting more than 3,500 students who have taken part in our entrepreneurship programs, with an average of 500 entrepreneurs.



### EAE Barcelona receives the La Razón Award for supporting entrepreneurship and innovation

The award is given in recognition of the School's work to support our entrepreneurial students, our local promotion of female entrepreneurship and our commitment to scientific and social development.

### Invited to iNNpulsa, building the best country for entrepreneurs in Latin America

This event held in Bogotá welcomed the participation of the President of the Republic, Iván Duque, and the Minister of Trade, Industry and Tourism, María Ximena Lombana. The Director of Entrepreneurship at the Madrid Campus, Santiago Tobón, was invited as an expert on entrepreneurship, as well as chairing one of the discussion panels.

### EAE Business School Barcelona creates a ranking of the Top 10 female entrepreneurs in Catalonia

An initiative of the new Diversity and Gender Commission, within the framework of the School's Sustainability Plan and the Women Initiative to boost the visibility of and empower the entrepreneurial ventures headed by women in Catalonia.

A total of 25 projects were evaluated by a jury of 45 professionals from the Catalan entrepreneurship and innovation ecosystem. The winners received study grants for their team members and other prizes, as well as a meeting with specialist investors and business angels.

**EAE T10P** Mujeres emprendedoras de Cataluña

**EAE Wi** Women Initiative

### Entrepreneurs from EAE Business School reach the final of the Babson Challenge

Two projects created by entrepreneurs from EAE Business School took part in the Collaborative Global Student Challenge run by Babson College, widely considered to be the best university in the world in the field of entrepreneurship. The projects were runners-up in the prestigious competition. The finalist projects were Vassie, from the Barcelona Campus, which makes consumption habits more sustainable through the use of reusable glasses, and InPower, from the Madrid Campus, which reduces discrimination against people with a disability in the professional sphere.



This is how we strive  
to change things and,  
above all, people's lives.

How about 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  
Senior 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.**

### Barcelona Campus

C/ Aragó, 28 08015  
C/ Aragó, 55 08015  
C/ Tarragona, 110 08015

### Madrid Campus

C/ Joaquín Costa, 41 28002  
C/ Príncipe de Vergara, 156 28002