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Employment Report 2021

MBAs

Change is the beginning
Of how we understand work
And of everything good
that's to come



Steps forwards that leave footprints behind

A journey through the professional careers of our students

GENERAL MANAGEMENT

EAE BUSINESS SCHOOL
MADRID AND BARCELONA

I'm proud to share with you this new edition of our Employment Report — an in-depth analysis of our student's professional careers after having studied here in the School.

Over the course of our more than 60 years of history, we've been entrusted with the education of more than 80.000 executives and professionals of more than 100 nationalities, from across the 5 continents, who work for national and international companies, institutions and organisations from every sector.

Our mission as an international –yet close– Business School is to anticipate and adapt to the needs of the environment through practical programmes that are centred around the participant and aimed at developing critical thinking and an innovative spirit in the people who will lead the sustainable transformation of organisations.

In order to do this, we have academic and institutional collaboration agreements with more than 80 universities and business schools in 20 different countries and with more than 6.000 companies, both national and international. With this, we seek to bring about positive, constant and sustainable change through education, knowledge and research. That's exactly what we apply in our methodology, which comprehensively takes into account both the academic part of the programmes and the improvement of the students outside the classroom.

Ultimately, we seek to always respond to the student's expectations to bring about change and transformation to companies and the environment.

Our way of living and understanding change and the business world has put our MBAs among the best in the world in 2021, according to the "Best International Business Schools" ranking carried out by the renowned american magazine Bloomberg Businessweek, our master's and MBAs in the top world ranking "Global MBA & Master's Ranking" by QS, made us one of the best business schools in the world according to América Economía and CNN Expansión, has ranked eleven of our master's among the best in the world according to "Eduniversal Best Master's" ranking and six EAE programmes among the best of Spain, according to the ranking carried out by El Mundo.

I hope that this report will help you to better understand our work and that this may be the start of a great story together.

“The key to our success as a School is to make sure that every student is able to develop professionally in direct proportion to the size of their goals. It's our backing-boosting law”.

Talent for Impact Team

Because living in constant change
is our constant value

There are two types of people: those who resist change and those who experience change as a driving force. At EAE, we're attracted to the second option. Innovation, versatility and transformation set us in motion and help us satisfy the needs of our students, who are experiencing accelerated international scenarios that are open to new ideas and technologies.

Now, more than ever, our mission is to promote sustainable employability and adaptability – being resilient and thriving in environments that are constantly changing. In these times we're living in, we're proud to show that our students have proven to be resilient and flexible in face of the challenges that have been coming their way.

We relentlessly work as a team in order to foster our professionals' employability through tools and studies that allow them to improve their projects as people-professionals. Also, our proactive relation with recruiters allows us to offer our students the best opportunities. All of which has been handsomely paying off.

This task of ours is better described in numbers: during 2021, 55% of our students found a job before graduating and 44% did so after graduating.

Despite the unstable year we've experienced, 75% of our students have found new opportunities in the labour market with a medium global salary of 64,960€ after completing the programme.

And that's not all. Our entrepreneurship project has grown amazingly, going from 8% of students launching their company in 2020, to 23% in 2022.

In this sense, we've improved both in quality and quantity our incubation model, developing a new methodology of our own as part of the Propeller process. Currently, 93% of the projects that went through our Propeller process are

currently on the market – a great improvement compared to the 60% we had in previous years.

Start-ups at EAE Investor have received 11 million euros in funding during the past two years. But this continues...

EAE Investor's business accelerator –a project set in motion in 2021 with the goal of creating a vast ecosystem for businesses in Spain and Colombia– has proven to be of great appeal and it has developed much needed talent. Now, the business accelerators, EIN (Entrepreneurship & Innovation Network) and Angels, have come together under one same space. Having them working at our EAE's campuses in Barcelona, Madrid and (coming soon) Bogotá, allows former students and our whole ecosystem to access a unique initiative that contains all the stages of the launching of a new company. Accelerated start-ups, in 2021, have received 3,887,000 € of funding.

When you look at it that way, change has been nothing but good for us, hasn't it?

“This task of ours is better described in numbers: during 2021, 55% of our students found a job before graduating and 44% did so after graduating.”

2022 Recommendations

4 tips 4 succeeding

1

Be your best version. **Develop your professional strategy**, build an effective personal brand and start establishing valuable relationships.

2

Only good vibes! In times like these, it's easy to get distracted and lose focus. So, everytime this happens, just stop and think about what you want to achieve and stay with that which thrills you.

3

A-dapt-a-bil-i-ty. The world is unpredictable and things can change overnight. Try to make the most of every situation in order to reach successful leadership.

4

Networking is your gateway to the world. **Never close yourself**. Focus on the value you can bring to other people, use tools to connect with the market and the sectors that interest you, and you will get much more than you can imagine.

Talent for Impact Team

Because living in constant change
is our constant value



Employability Trends

There's currently a shortage of talent. Some of the reasons for this are the movement towards automation, digitalisation or green transition. The main problem, especially with tech related profiles, is the lack of adaptation and development of talent at the speed in which companies do.

The digitalisation and sophistication of processes demand that organisations count with talent capable of constantly learning and being proactive in order to respond with speed and flexibility to the conditions of the environment.

In Spain, the areas with the greatest increase of personnel were Human Resources with 12.86% (a 4.37% increase compared with 2020) and Marketing with 13.11% (a 3.98% increase compared with 2020). The most in-demand profiles are those for Engineering (24.60%) and IT and Business Management (18.06% each), which makes them the top three undergraduate degrees. It's important to highlight that IT had a 3.27% reduction in demand and Marketing showed an increase of 3.02%, according to the DCH Barometer 2021 carried out by EAE Business School

Additionally, green transition is a reality and economies around the world are being shaken by a change that's taking us to a more sustainable future. That's why professionals must:

- Be proactive and embrace their own set of skills through constant learning opportunities.
- Be versatile professionals who adapt to change.
- Understand that abilities expire and that continuous learning is an essential requirement if future employability is to be improved.

Lastly, prioritising personal and professional development through improvements and professional reinvention, allowing flexible hours and hybrid work models, as well as paying attention to the health and emotional wellbeing of professionals, are both gaining ground in the professional world.

Thank you so so much!

We wanted to take this opportunity to thank our current and former students for your trust and talent. Everyone here at EAE feels incredibly proud of your success – which you will see in the numbers we put together for you on the next page. We wish you, alongside the organisations that you've joined or founded, nothing but the best!

We would also like to thank the companies, institutions and the whole entrepreneurial ecosystem for the trust you put in EAE and your collaboration throughout this whole time. We love to bond with partners that share our desire to have an impact in society and the business context.

Of course, all of this wouldn't be possible without a highly qualified team that's constantly looking to improve and whose dedication allows us to continue to produce new generations of leaders who are committed to doing it better everyday.

Facts & Figures 2021

Numbers to broaden our perspective

Sometimes, a number is worth more than a thousand words. These numbers in particular say a lot about ourselves, about who we are, about how we understand work, how we see the world. These numbers make us want to be better every day, they teach us to keep on learning, because a number can change everything – even our lives.

TOP **20** TOP **28** **4th**

EAE BUSINESS SCHOOL IS AMONG THE BEST EUROPEAN BUSINESS SCHOOLS TO DO AN MBA. **RANKING BLOOMBERG BUSINESSWEEK'S 2020-21**



EAE IS THE 28TH BEST BUSINESS SCHOOL IN THE WORLD ACCORDING TO **AMÉRICA ECONOMÍA 2021**



BEST MBA IN SPAIN. **QS GLOBAL MASTERS 2022**



Salary Growth Summary

Programmes	Before the Master's	After 3 Months	After 6 Months	Current + Bonuses
International MBA	51,188 €	60,390 €	62,147 €	72,106 €
MBA Full Time	45,111 €	62,067 €	68,333 €	80,000 €
Executive MBA	53,357 €	75,652 €	76,859 €	87,667 €
GEMBA	78,375 €	104,280 €	117,000 €	129,857 €

Top Recruiters on the Different Sectors

CONSULTANCY & BUSINESS SERVICES

The Adecco Group
Deloitte
PWC
Michael Page
Spring Professional

CONSTRUCTION, REAL-ESTATE. ENERGY

Ferrovial
Cuatrecasas
aTemporal Real State
Engel & Völkers
CBRE
Schneider Electric

DISTRIBUTION, E-COMMERCE & RETAIL

Banco Santander
Banco Inversis
GBS Corporate Finance
Caixa Bank
Banco Pichincha
Banco Mediolanum

FINANCIAL SECTOR

Zurich
Deutsche Bank
Allianz
Banco Santander
BBVA
PayFit España
Bankinter

MASS CONSUMER, FASHION AND BEAUTY

Avon Cosmetics
Unilever
L'Oreal
FrieslandCampina
Puig
Nestlé
Colgate
Henkel

MARKETING & COMMUNICATION

Burson Cohn & Wolfe (BCW)
Haves Media Group
Kantar
Nielsen

INDUSTRIAL SECTOR

Anglo Ecuatoriana Cia LTDA
Chevron Mexico
Dyson
Volotea
Ecolab
Essity
GCR Group
Würth

LEISURE & TOURISM

Burger King
NH Group
Sodexo

HEALTHCARE

Etnolabs
Pierre Fabre
Beiersdorf AG
Abbott Laboratories

TRANSPORTATION & LOGISTICS

ABS (Eagle)
DHL
Kuehne + Nagel
STEF

TECH

Cardtronics Spain
Demtech
Edisa
Tech Data
HP
IBM

START-UPS

Factorial
Wallbox
Trioteca



VALERIA PISANIELLO

EXECUTIVE MBA

SALES AREA MANAGER - LORENA CANALS SA

“I’ve chosen to do an MBA in order to improve my professional competences and I found out that an MBA is much more than that. It’s a professional and personal journey in which I found out who I was, which were my strengths and weaknesses, and where I learned how to adapt to any environment, whether in a company or as an entrepreneur.”

The Essence of Our School

A panoramic vision of our master's students

Profile

228

STUDENTS

56%

ARE WOMEN

28

IS THE AVERAGE AGE

70%

HAVE MORE THAN 5 YEARS OF PROFESSIONAL EXPERIENCE

31

NATIONALITIES

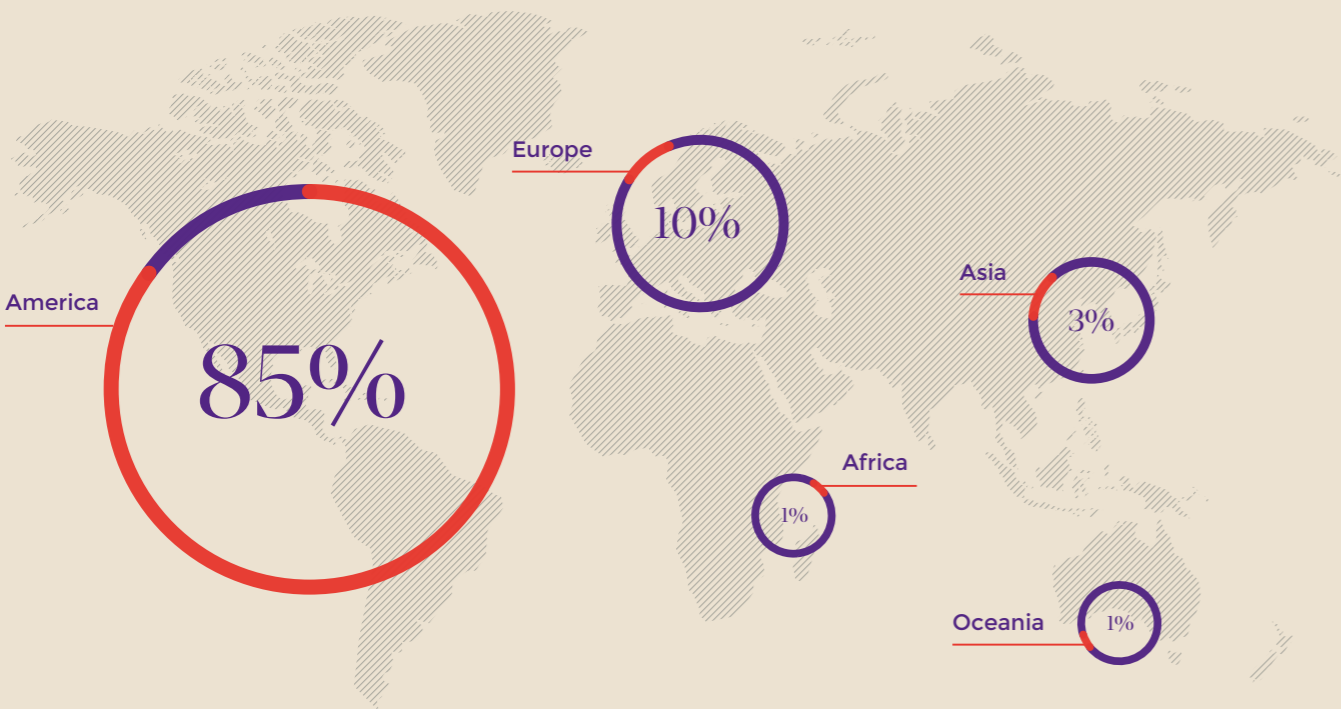
7%

RESIDE IN SPAIN

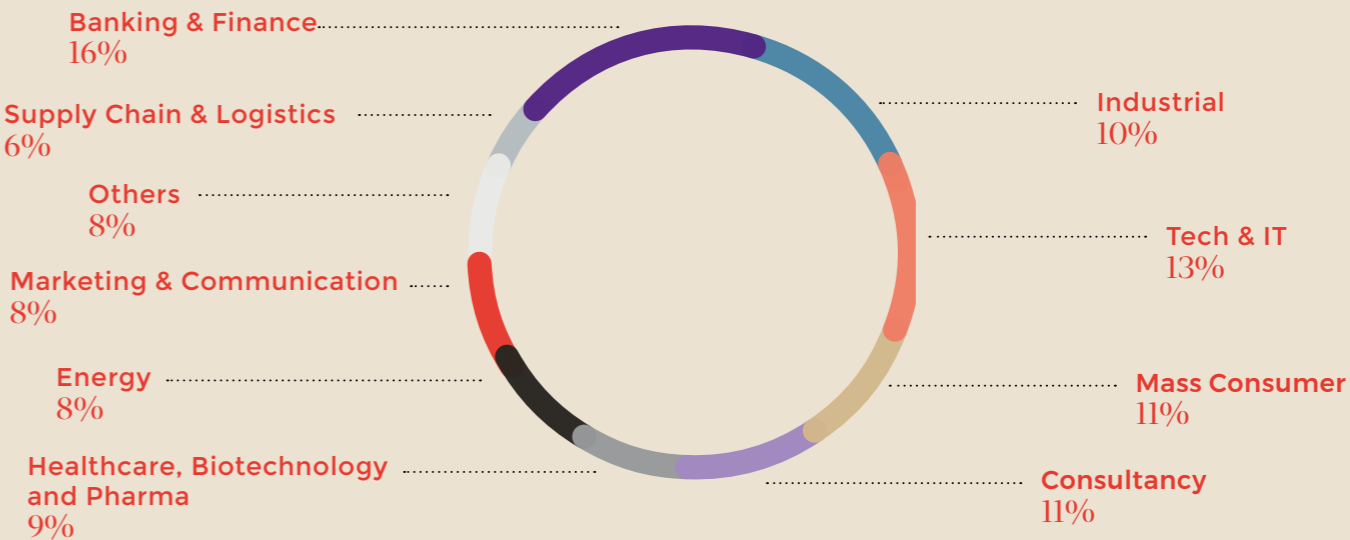
72%

STUDENTS ARE HIRED AFTER 3 MONTHS

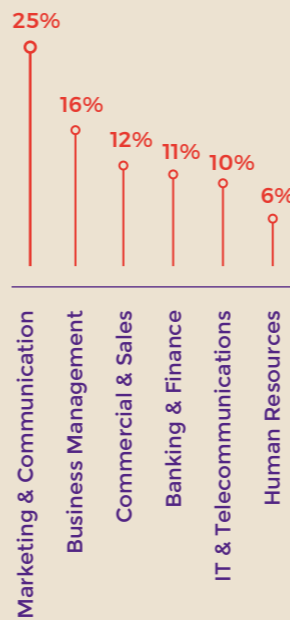
Region



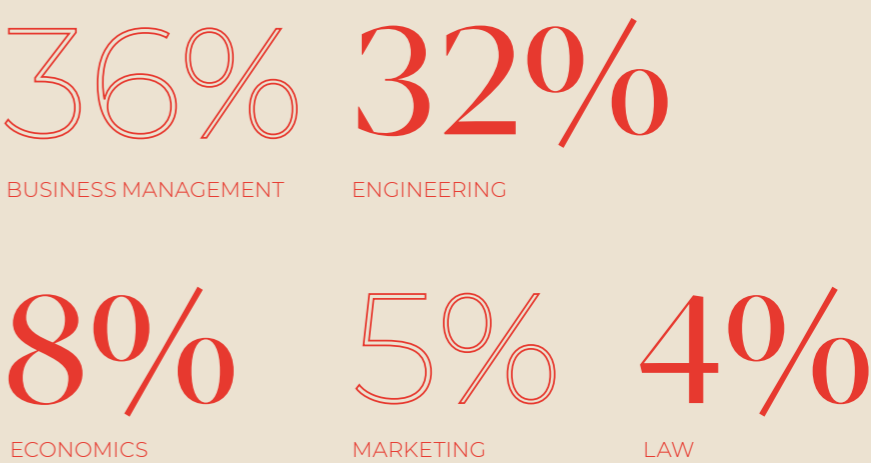
Industries



Area / Function



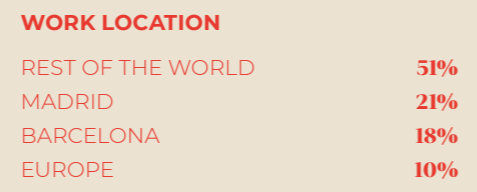
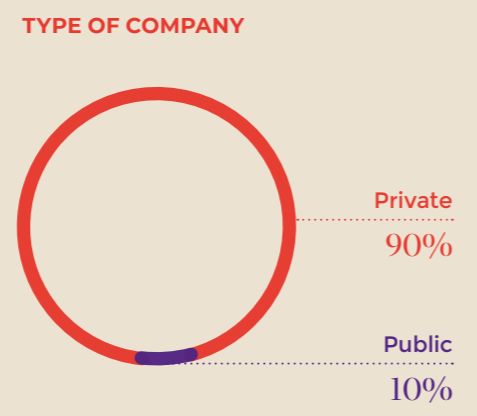
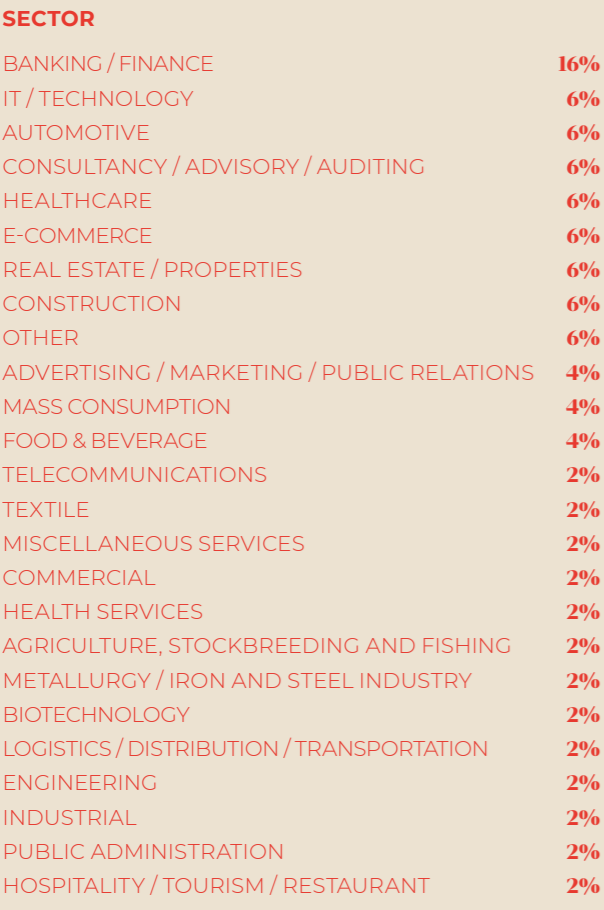
Academic Background



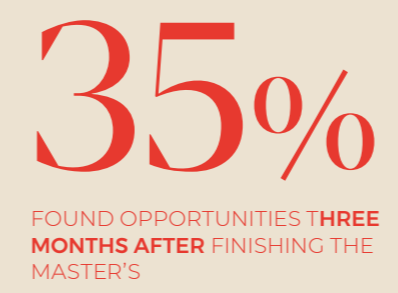
Employability Analysis

Our students' capacity to reach their professional goals

Our goal is to be there for our students at every step of their journey so that they can develop their full potential and achieve everything they set their minds to. This is a brief analysis of their professional present.



Search for Employment



Employability Analysis

Triple Jump
Triple Jump
Triple Jump

There are those who face their professional career with bravery – and, then, there are those who manage to make the triple jump. **Change natives.** These are the numbers of our students who chose to change area, sector and even country.

90%

OF OUR STUDENTS HAVE HAD A TRIPLE JUMP CAREER CHANGE

32,000 €

AVERAGE RAISE

MAINLY IN FUNCTIONAL AREAS SUCH AS **MARKETING/ SALES, FINANCE AND GENERAL MANAGEMENT** IN SECTORS SUCH AS BANKING & FINANCE AND E-COMMERCE.

47,512 €

GROSS SALARY **BEFORE** FINISHING THE MASTER'S

62,254 €

GROSS SALARY **THREE MONTHS AFTER** FINISHING THE MASTER'S

66,825 €

GROSS SALARY **SIX MONTHS AFTER** FINISHING THE MASTER'S

79,342 €

GROSS SALARY **ONE YEAR AFTER** FINISHING THE MASTER'S

Entrepreneurship

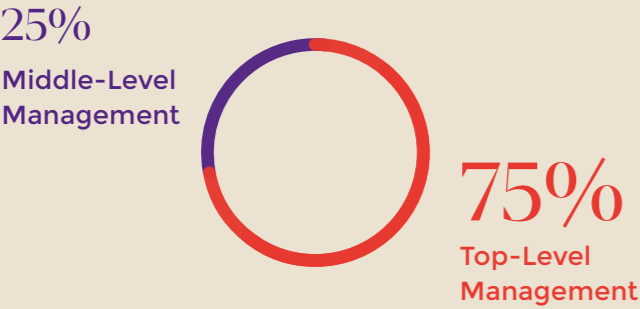
Or, how our entrepreneurs have found their own path.

Sometimes it happens that you discover that your professional goals take you down a different path... one in which you want to start your own adventure as an entrepreneur. That's the spirit that we carry in our DNA as a School and that we always support and foster – as it is the case of a number of master's students that we'll proceed to show through the following numbers:

8%

ENTREPRENEURIAL MBA PROFILES

LEVEL OF RESPONSIBILITY



NATIONALITY

SPAIN	28%
COLOMBIA	23%
ECUADOR	19%
CHILE	10%
MEXICO	10%
URUGUAY	5%
PARAGUAY	5%

AREA / FUNCTION



SECTOR

CONSTRUCTION	25%
E-COMMERCE	21%
MARKETING AND COMMUNICATION	17%
CONSULTING	13%
FINTECH	8%
EDUCATION	8%
ARCHITECTURE / DESIGN	4%
AGRO-INDUSTRY	4%



Salary Progression

Areas of Knowledge

Our students offer companies an important differential value. It's only logical, then, that this value is accompanied by an important economic value. The following charts are proof of this salary evolution over time and they take into account the different areas of knowledge inside the School.

Employability and Salaries

Programmes	Before the Master's	After 3 months	After 6 months	Current + Bonuses	% de evolución
GMBA	78,375 €	104,280 €	117,000 €	129,857 €	66%
Executive MBA	53,357 €	75,652 €	76,859 €	87,667 €	64%
International MBA	50,220 €	59,057 €	60,660 €	69,900 €	39%
MBA Full Time	48,650 €	62,067 €	68,333 €	80,000 €	64%

Sectors	Before the Master's	After 3 months	After 6 months	Current + Bonuses	% de evolución
Biotechnology	45,000 €	135,000 €	144,000 €	162,000 €	260%
Architecture / Design / Decoration	112,500 €	135,000 €	144,000 €	162,000 €	44%
Technology	69,750 €	81,000 €	93,600 €	122,000 €	75%
Engineering	60,000 €	81,000 €	99,000 €	108,000 €	80%
Food & Beverages	70,875 €	89,400 €	94,500 €	103,333 €	46%
Advertising / Marketing / PR	55,500 €	89,100 €	93,600 €	102,600 €	85%
Automotive	58,500 €	70,200 €	93,000 €	102,000 €	75%
Industrial	60,000 €	89,833 €	95,200 €	101,600 €	69%
Mass Consumption	61,500 €	79,800 €	82,800 €	91,133 €	48%
e-Commerce	43,500 €	61,600 €	67,000 €	81,000 €	86%
Insurance / Pension	60,000 €	72,000 €	72,000 €	79,000 €	32%
Banking / Finance	37,833 €	62,600 €	64,800 €	76,800 €	103%
Export / Import	60,000 €	72,000 €	72,000 €	72,000 €	20%
Real Estate / Properties	38,000 €	51,600 €	53,400 €	64,800 €	70%
Consulting / Advisory / Auditing	40,286 €	51,943 €	59,171 €	63,029 €	56%
Commercial	45,000 €	54,000 €	54,000 €	54,000 €	20%
Environment	37,500 €	39,420 €	44,800 €	47,900 €	28%
Textile	22,500 €	27,000 €	27,000 €	27,000 €	20%

Functional Area	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Business Management	54,188 €	83,250 €	100,125 €	112,500 €	108%
Marketing & Digital Transformation	54,130 €	77,160 €	82,419 €	91,640 €	69%
Operations & Supply Chain Management	56,591 €	71,980 €	75,400 €	96,022 €	33%
Finance Management	49,950 €	70,100 €	75,689 €	83,578 €	67%
Talent & Leadership Management	63,375 €	89,400 €	92,400 €	99,733 €	57%
Business & Data Analytics	60,250 €	70,933 €	73,033 €	89,000 €	48%

Geographic Area	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Europe	55,818 €	73,300 €	75,237 €	87,132 €	56%
South America	44,025 €	59,600 €	71,716 €	81,100 €	84%
Central and North America	60,469 €	78,413 €	83,640 €	96,720 €	60%
Asia-Pacific	75,000 €	135,000 €	144,000 €	162,000 €	116%



LUIS AUGÉ

MBA FULL TIME
AREA MANAGER LATAM + AFRICA (COMMERCIAL)

“EAE Professional Careers helped me to get started as soon as possible with my job as Area Manager at Zummo Spain. Needless to say that the MBA I’m currently doing was crucial in getting the position I got.”

Internships Experiences

he best way to claim your place
in the professional world

Internships present you with a great opportunity, not only to show the world everything you've learned, but also to put your ambition and dreams to the test. These are some of the numbers of the students at EAE; students that have started taking the first steps in the professional world.

25%

OF OUR STUDENTS ALSO **CARRIED OUT CONSULTANCY PROJECTS** WITH EAE PARTNER COMPANIES

PERCENTAGE OF STUDENTS IN INTERNSHIPS BY PROGRAMME



SECTOR

E-COMMERCE	16%
IT / TECH	11%
BANKING / FINANCE	11%
MISCELLANEOUS SERVICES	11%
HOSPITALITY / TOURISM / RESTAURANT	10%
LOGISTICS / DISTRIBUTION/ TRANSPORTATION	6%
REAL ESTATE / PROPERTIESS	6%
BIOTECHNOLOGY	6%
CONSULTING / ADVISORY / AUDITING	6%
COMMERCIAL	6%
AUTOMOTIVE	6%
OTHERS	5%

JAVIER AMOR CASTILLO

MBA FULL TIME

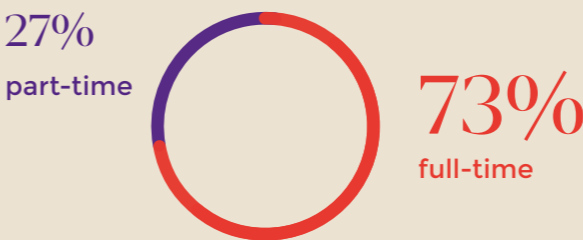
“Having studied at EAE helped me establish myself as a professional and strengthen my interpersonal capabilities. Thanks to this, I was able to get the job I wanted and occupy the position I wanted. That’s why, this year, I’m doing a second master’s with them.”



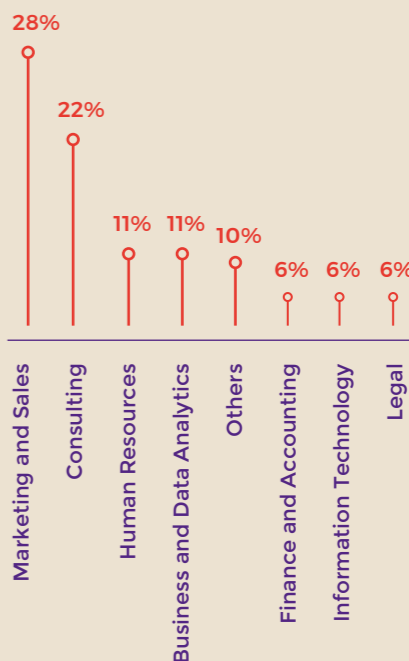
FINANCIAL SUPPORT FOR INTERNSHIPS

904€

TOTAL AVERAGE



AREA / FUNCTION



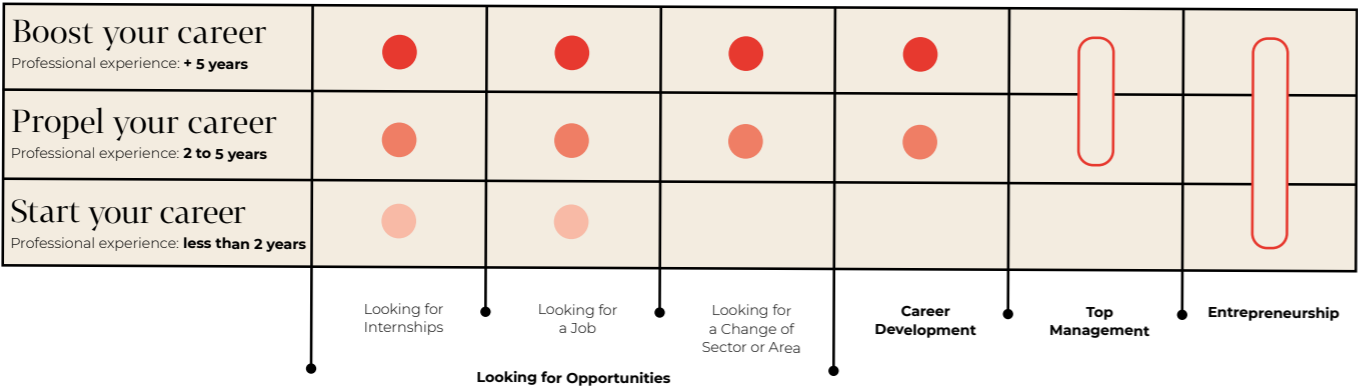
Enhancing Talent

Cuando la mejor forma de pensar el talento es impulsarlo

When we talk about boosting talent at EAE, we mean it. It's the way we do things. It's about carrying out an exhaustive plan so that we can be there for our students in order for them to become the best version of themselves. We do this in a variety of ways, from a personalised career plan, to the celebration of different events that connect passions, dreams and people.

We improve your employability by increasing your opportunities

Our team of advisors will help you design a personalised career plan based on your experience and professional goals. This personalised analysis allows us to locate the right path for you to reach your professional goals and access multiple employment opportunities, as well as getting in contact with experts, professionals and recruiters from the companies that best fit your interest:



JONNATHAN MACHADO GÓMEZ

MBA FULL TIME
BUSINESS DEVELOPER / CLIENT RELATIONSHIP AT MONTREAL ASSOCIATES

“EAE has allowed me to increase my networking, contributing to my personal and professional growth.”



Personalised Advice

Thanks to our *Professional Careers* service, you will have your own Career Advisor, specialised in employment, from the very beginning of your journey and all the way through your master's. In your meetings and sessions, your advisor will help you boost your profile and focus on the professional opportunities that come up along the way. Your proactivity and their support and follow-up will put you in a place that will allow you to opt for different professional opportunities and become more confident about your employability profile.

Warm up

You will get started with your professional project from the moment you register and even before you start with your programme thanks to the resources we put at your disposal in our *Professional Impact* platform. It's through this platform that, with some self-exploration and evaluation you will be able to define your own individual action plan.

Our team of advisors will help you design a personalised career plan based on your experience and professional goals. This personalised analysis allows us to locate the right path for you to reach your professional goals and access multiple employment opportunities, as well as getting in contact with experts, professionals and recruiters from the companies that best fit your interest:

START!

We get started by clearly defining your employability goals so that you can define your short-term goals, create an impactful profile and use the tools at your disposal, such as JobTeaser, LinkedIn or our own platform, Professional Impact.

EVOLUTION

You will receive advice and get access to tools, workshops and individual employability sessions focused on self-discovery and the development of personal skills.

CONNECTING

Start connecting with other professionals through activities where you will put into practice all that you've been learning, get in contact with the corporate world and let other professionals get to know you. Networking is an essential part of your career. Take part in company challenges and recruitment/propeller programmes in events such as Career Talks, Challenge Building Leaders and EAE Talent — our very own job fair; one of the biggest and most impactful in Spain.

Events that Create Connections Beyond People

Where talent and opportunities meet



International Virtual Hackathon – Building Leaders 2021

In the latest edition of Hackathon: Building Leaders –the 4th in this format–, a total of 11 companies met virtually to put 42 students to the test with their business challenges. The students were previously identified as high potential students at EAE’s Madrid and Barcelona Campuses.

For this edition, we kept up our internationalisation strategy for the event, gathering different multinational companies from around. Some of the companies who sent their delegations were: Alcampo, Enterprise, Gamelearn, Glovo, LG Electronics, MSD Peru, Multiplica, NH Hoteles, Schneider Electric and Sodexo Peru.

After a day of intense work where our students’ knowledge and competencies were put to the test, only one team could triumph over all the others. Students were divided into 19 teams, and the winning team was Gamelearn. Participants were assigned a task: taking the role of Business Unit Leader in order to design a high level strategy for their business model for a new geography (US) based on a SaaS approach.

EAE Talent 2021

In the 5th edition of EAE Talent, the job fair was the platform and the vehicle for communication of the job vacancies of the 121 companies that took part. The event –that took place simultaneously in Madrid and Barcelona– was carried out in a hybrid format. The online space is a powerful tool for companies to set their virtual stand and the on-site side of the event gave students the chance to catch up on current affairs and enjoy talks by professionals with a great trajectory in the sector.

The 2,377 students that took part of the event had the chance to discover the opportunities put forward by some of the most relevant companies nowadays: Glovo, IBM, EDP Renewables, Capgemini, Amazon and Avon, among others.

During this day, students accessed a broad listing of activities through which they were able to interact with recruiters from different companies that offered opportunities for their kind profiles and they had the chance to take part in more than 30 Company Meetings and 5 Career Talks.

In conclusion, this event had all the ingredients for EAE students to give visibility to their professional profile and, in this way, come nearer to reaching their professional goals.

Company Meetings

In the 34 online Company Meetings, organised through Professional Careers and alongside the HR departments of national and multinational companies, more than 1,600 students found a space for networking where they could discover, first hand, the different opportunities that the companies of their interest were putting out on the labour market.

The goal of this format is to act as a bridge between the most qualified talent and companies, in order to get a great match that will contribute to the growth of the corporate network.

Some of the companies that had the chance to share this space with our students were Cofidis, Mattel, Schneider Electric, Payfit, Cepsa, Nike, MSD and Ferrero, among others.

JobDating EAE

Our recruiting event, in its first edition, allowed EAE students to be interviewed by 4 of the greatest national consulting companies with an international reach. We had consultants from different firms such as Walters People, Talent Search People, The Adecco Group, Spring Professional, Adecco and Randstad.

Three days went by in which every consultancy firm was able to meet for ten minutes with the students that had previously signed up and who complied with the requisites expressed by the firms according to the type of vacancies they had.

A total of 155 interviews were carried out for the different scholarship and employment processes that the firms had for the different areas and where EAE’s talent played a decisive role.

Events that Create Connections Beyond People

Where talent and opportunities meet

MARÍA ALEJANDRA TENORIO GUZMÁN

INTERNATIONAL MBA

ACCOUNT MANAGER AT BUSINESS READY

“EAE’s International MBA provided me with knowledge on the areas of management with which I sought to complement my professional profile. This has allowed me to boost my career as an architect and access a broader and more international range of job offers. The IMBA programme gave me the chance to meet people from different countries and business sectors, developing my network of contacts and giving me a more global perspective thanks to the different shared experiences we had during the course of the programme.”



Employability Seminars

Employability seminars took place in October 2021 with a hybrid format, addressing two main topics: “Leaders of the Future” and “The Skills Revolution in Companies”.

Organised alongside APD, these seminars are one of the most interesting of the month, gathering students both on-site and on-line via streaming.

We were thrilled to count with experienced professionals who shared their knowledge during the seminars and talked about “A Headhunter’s Vision on the Skills Revolution”. Juncal Garrido (founder of BOARD&LEADERS) led a roundtable focused on talent selection and attraction. The debate addressed the topic “What do companies look for?”, and Emilio Ruiz-Roso (HR Management Director at Leroy Merlin), Luisa Izquierdo (HR Director for Spain and Portugal at Microsoft) and

Fernando Lnazaco (Regional Leadership Development Manager at Lilly) shared their valuable vision based, not only on their expertise, but also on the international reach they have thanks to the positions they occupy in their respective companies. Lastly, Javier Sancez García, a young tech entrepreneur, did his presentation on “Skills and Entrepreneurship in the World of Start-Ups”.

Other companies that made themselves present were Laboratorios Uriach, Pastas Gallo and HP. And, for the final act of the Barcelona seminars, we had a presentation by Victor Küppers.

There’s no doubt that this was the perfect setting to acquire a current and innovative vision and it surely gave our students the chance to get a feel for the current corporate reality.

Ceo Challenge

Our executive profiles met again for the CEO Challenge with one clear goal in mind: winning the chance to be CEO for a day; this time, at Uber.

Participating students from both campuses had to simulate being part of a board of directors while being observed by a highly demanding jury made up of top management from companies like Seat or Sabadell Bank. During the challenge, students had to take on different roles that were established at the beginning and put their knowledge and skills to the test. Instead of taking on the roles that were closer to their area of expertise, they were forced to leave their comfort zone, taking on very different roles.

The challenge started off with an elevator pitch where each student had to make a prior assessment of the case. After that –and after sharing their different points of view on the subject–, they were asked to make an operational decision on a limited window of time based on the presented scenario.

Talks with the Headhunters

A space focused on addressing key aspects of professional development that, in an informal setting, brings together part-time and weekend students with Headhunters.

During May and June, consultants with a long and established professional career from the main consulting firms such as Michael Page, Hays, Frank Recruitment Group, Spring, Robert Walters and Walters People, answered key questions from our students. Which key competences do headhunters think a candidate should have? Which are the most currently in-demand profiles? What’s the current situation like taking into account the COVID crisis? Which are the most relevant sectors today? All of these questions are mainly focused on the areas of human resources, big data, operations and logistics, accounting and finance, projects and marketing.



EFMD Fair

EAE Business School consolidates its partnership as a member of EFMD, a global non-profit organisation with more than 954 member institutions (a number that increases every year) that is present in more than 92 countries. Thanks to a network of more than 30,000 professionals, they constitute a space for information, investigation, networking and, mostly, an enriching debate on innovation and best practices.

This alliance has allowed more than 2,000 of our students to take part in the Virtual Fairs that took place in Spring and Fall-Winter 2021.

Currently, this platform has established itself as one of the key tools for the search of opportunities at an international level, with a growing EAE student community of more than 7,900 registered students.

Last year, our talent had access to the different virtual fairs organised for EMEA and APAC, where different companies participated –Ab inBev, Mars, PepsiCo, Nokia and Airbus, among others–, giving them access to more than 1,300 job offers around the world.

Meet the Headhunters

Executive session where Headhunters from a renowned consulting company take on –alongside our students– a current topic of interest that broadens the horizon for professionals, providing a new vision on the needs of the market and, mostly, what a Headhunter looks for in an executive profile.

This event also offers a space for networking and feedback between Headhunters and candidates, acting as a bridge between talent and companies.

Some of the topics discussed were interim management, profiles and competences demanded by merged companies and companies acquired by investment funds, and many others.



Our Partners

Because collaborating is
always about mutual trust

Glovo	Pierre Fabre	Ikea	IBM
TikTok	Beiersdorf AG	Webhelp	Capgemini
KPMG	Abbott Laboratories	Merck Group	EDP Renewables
Deloitte	Primark	Ferrer	Factorial
Lee Hecht Harrison Llc	Unilever	Sanofi	Wallbox
Odgers Berndtson	L'Oréal	FCA Fiat Chrysler Automobiles	Trioteca
Michael Page	Nestlé	Seat	Uniqlo
Hays	Pepsico	Enterprise	MPM Software SLU
Randstad	Nokia	Signify	TXT
The Adecco Group	Airbus	Sodexo	Exceltic
Microsoft	Colgate	Enagas	Cepsa
Uber	Henkel	STEF Iberia	Axa
Sabadell	Coty	Grupo Planeta	British American Tobacco
Robert Walters	Cargill	Grupo Freixenet	Faurecia
Zurich	LVMH	Aldi	Leroy Merlin España
Deutsche Bank	Nike	NH Group	Manpower
Allianz	Grupo Danone	Grupo Larrumba	
Banco Santander	Ferrero	Tech Data	
BBVA	Loewe	T-Systems	
Bankinter	Pepe Jeans (AWWG)	HP	
APD	Avon	Keysight Technologies	
Nielsen	Carrefour	Correos	
Schneider Electric	Decathlon	ID Logistics	
Ferrovial	DHL	Trucksters	
Engel & Völkers	Media Markt	VMware	
ETNOLABS	Amazon	CHEP	

Entrepreneurship & Innovation

The EAE experience beyond the day-to-day

Since we started with the EAE Entrepreneur programme in 2017, more than 2,500 students have participated. The April and October 2021 calls have been the ones with the highest participation, with over 450 registered students.

Becoming an entrepreneur as a professional goal has come from being the preferred option of 7% of our students in 2017/2018 to being the choice of around 17% of our students on the last call.

Since the creation of the EAE LAB Pyramid programme in October, 2019, 117 projects have been identified and 21 have come from our MBA students.

Out of the 21 projects, 6 have participated in the SemiDemos – events for the selection of the projects that will participate in the incubation programme, EAE LAB Propeller. There was a filtering of projects in these events; in 2019, 15 projects (2 coming from our MBA students) were invited to take part, out of 64 projects that were identified; and, in 2020, 14 projects (4 coming from our MBA students) were invited, out of 53 identified projects.

On the other hand, since 2020, and all throughout the academic year, EAE Entrepreneur has carried out EAE Design Sprints – programmes focused on the creation of entrepreneurial projects focused on a specific topic. In 2020, the programme was carried out under the premise “Covid-19 Challenges: Health at Home and Employability after the Pandemic”, and 7 innovative entrepreneurship projects were developed.

STUDENTS REGISTERED ON EAE ENTREPRENEUR, 2019-2021

OCTOBER 2019	79	25%
APRIL 2020	44	17%
OCTOBER 2020	84	27%
APRIL 2021	138	29%
OCTOBER 2021	127	24%

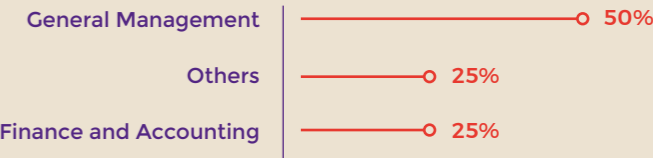
The Entrepreneurial Profile



OF ENTREPRENEURIAL MBA PROFILES



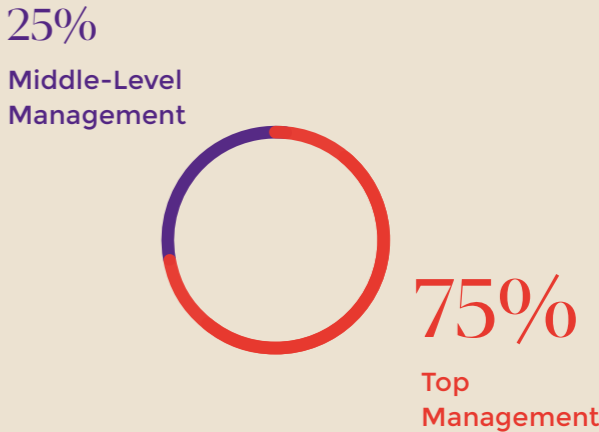
FUNCTIONAL AREA OF WORK



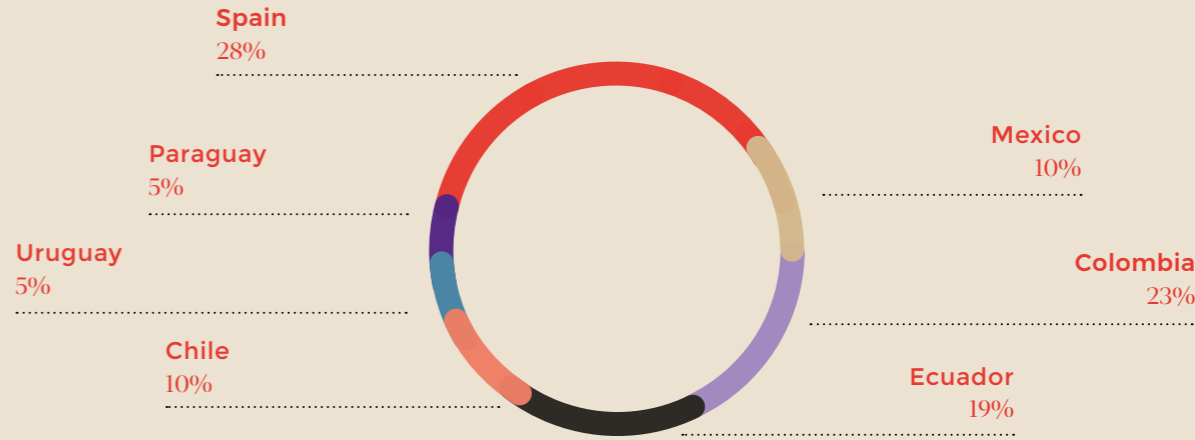
SECTOR OF THE COMPANY



LEVEL OF RESPONSIBILITY



NATIONALITY



Entrepreneurship & Innovation

EAE LAB

PYRAMID PROGRAMME EAE LAB 2022

This programme is designed specifically for students of Master's or in the last year of their Bachelor's at EAE Business School. At the beginning of the academic year, we carry out a diagnosis and assign each student to a specific profile taking into account their entrepreneurship goals.

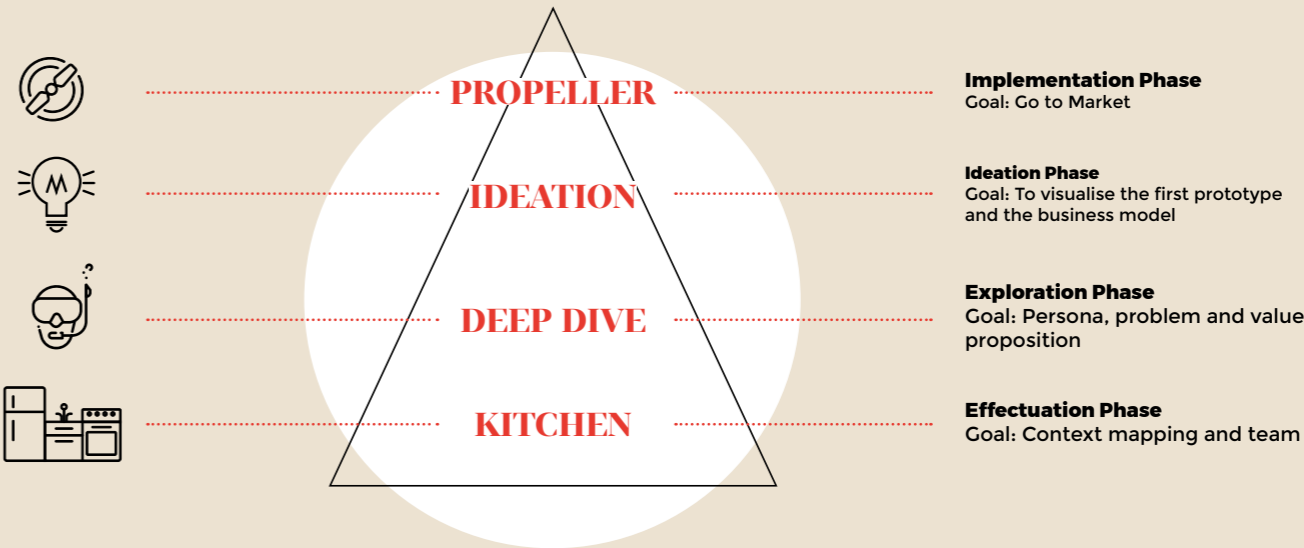
There are 4 profiles:

1. PreSeed: For participants who have the motivation to venture on a project of their own and are looking to develop a business idea that they feel passionate about.

2. Seed: For participants with undeveloped business ideas who seek support in this process in order to create a real business concept.

3. Growth: For participants with real businesses who have identified their challenges, whether they are financial, legal, digital marketing, sales, internationalisation or any other.

4. Intra-Entrepreneurs / Innovators: For participants who work in a corporate or family business and are looking to implement innovation initiatives inside their organisations.



During the ten months of the programme, students design and strengthen their own business models in three phases that must be completed, one after the other: Kitchen, Deep Dive and Ideation.

Each phase presents students with a learning and preparation period, where their progress is measured through educational actions, mentoring and coaching sessions and networking events. At the end of each phase, they have to complete a challenge in order to move to the next one.

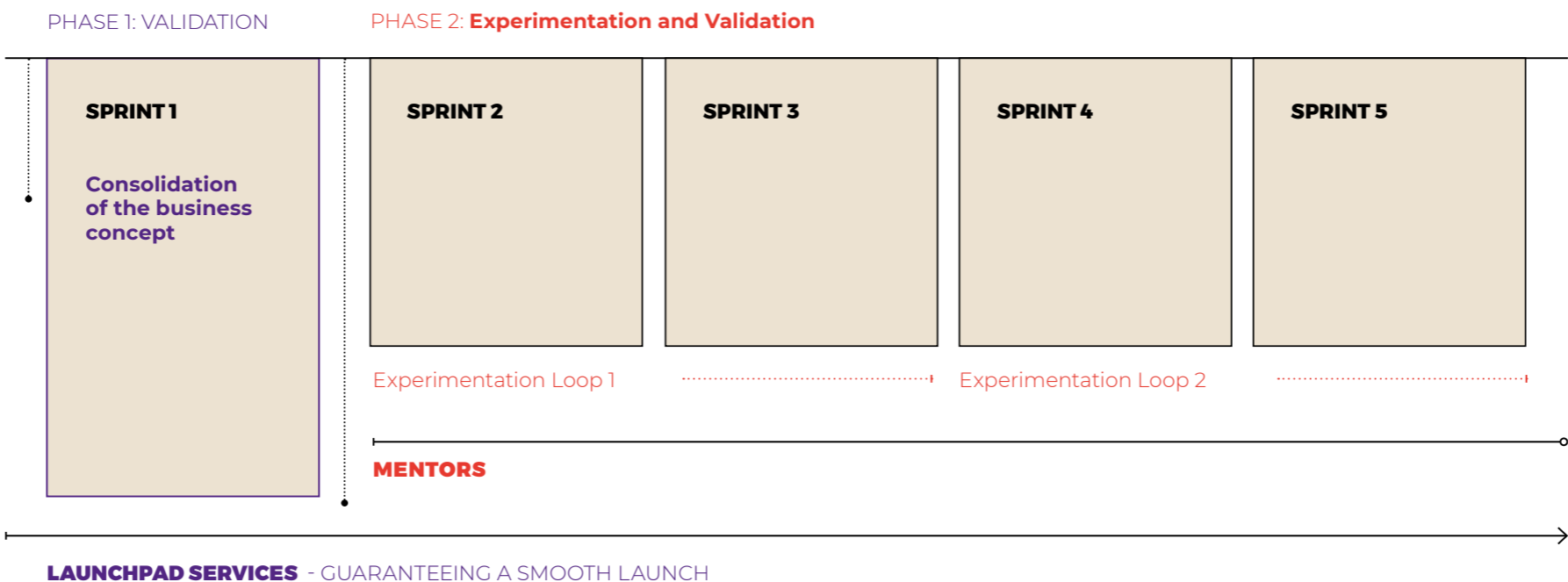
These challenges are reviewed by the EAE Entrepreneur team and are all related to the creation and strengthening of their business. The best performances are awarded with access to networking events, such as a cooking workshop or a creative prototyping workshop.

Only the best projects manage to get to the last phase and enter EAE Propeller's incubator for three months.



Entrepreneurship & Innovation

EAE LAB



EAE LAB PROPELLER PROGRAMME 2022

EAE LAB's Propeller is the 3-months, full-time, incubation programme that is offered to those teams that have successfully completed all the phases of EAE LAB's Pyramid. Only 10 teams can secure a place in this programme that consists of three phases: 1- Business Concept Consolidation, 2- Experimentation and Validation and, 3- LaunchPad.

During the three phases, students are accompanied by different experts from different fields such as Validation

Methodologies, Lean Coach, Business Model, Digital Marketing, Sales & Operations, Digital Devices and Legal and Financial Support. Also, teams receive personalised advice from a Team Coach, a Start-Up Advisor and a Business Mentor.

Throughout the three months, teams will also face Pitch events where a pitchmaster will offer constructive feedback to help them create a solid storytelling so that each project can find its place and receive funds.

Lastly, all teams are invited to present their projects in a DemoDay, the emblematic entrepreneurship event of our school, where each project can show their value proposition, solutions and company processes in front of a specialised audience made up of a network of investors and important actors of the entrepreneurial ecosystem in Spain.



Entrepreneurship & Innovation

EAE Propeller

PROJECTS

PROJECTS

The second edition of EAE Propeller took place between September and December, 2021 – an incubation programme that included mentors, coaches, and collaborators from the Spanish entrepreneurial ecosystem and where seven interesting projects were launched (4 at the Barcelona Campus and 3 in Madrid).

Here's a description of these projects and their developers:

EAE PROPELLER START-UPS II

LandingExp: LandingExp was created to empower and connect remote workers, to allow them to have the best experience, without stress, in an amazing and exciting destination in Spain! For short and medium duration stays, they promote a new way of living that improves the worker's well-being, productivity, personal growth and social connections, personalising their experience while feeling accompanied in order to have a better immersion.

LandingEXP

Lean Waste: Lean Waste is a group of professionals who seek to develop solutions in Circular Economy environments. With their first project, Cubeco, they implement kitchen garbage can technology. It's an electrical appliance capable of collecting the 5 groups of garbage that are generated in homes and reducing their size in order to make them take the least possible space.

Maddi Legal: Maddi Legal develops technical-legal solutions with the goal of improving user experience in the legal sector. Their star product, Easydoc, helps anyone understand a contract, eliminating technical and complex vocabulary through a visual development of the clauses. Contracts are completely customisable and are executed inside their platform, with all the technical and legal support you will need.

**MADDI
LEGAL**

Neworn: Neworn is the new online used baby-clothing exchange and selling platform in which the parents of babies of between 0 and 5 years old can have a more sustainable way of living. Thanks to their platform, parents save and optimise their resources, avoiding unnecessary shopping and accumulation of baby clothing.

NEWORN



Soy Deli: Soy Deli was born to change the eating habits of executives and employees with long and stressful days through healthy and balanced menus that can be ready in less than 5 minutes.



Blue Cactus: Blue Cactus develops a SAAS solution for rural homes, helping guests and agents have the best experience and offering information about the place through their app, as well as recommendations on what to do around the area. Thanks to their solution, agents can save more than 300h every year and guests can enjoy a complete and accessible experience.



Films en OFF: Films en OFF, was born as a meeting point for film industry lovers and non-professionals. It offers several online courses and master's specialised in different areas of the film industry ecosystem. Thanks to their methodology, they offer film enthusiasts a way to enjoy their passion through dynamic and practical activities with top level professionals.



Entrepreneurship & Innovation

EAE Propeller

EAE PROPELLER MENTORS

Blanca Garellly

CEO-Founder
at Rocking Baby

David Hernandez

Chief Executive Officer
(CEO) and Co-founder
Ufounders

Jesús Alonso

StartUp Investor (x74),
Entrepreneur (x4),
Mentor, Lecturer.

Rocío Alvarez-Ossorio

CMO at Token City.
Professor of the Master
of Entrepreneurship and
Innovation. Mentor. Investor.

Carmen Carpintero,

Intrapreneurship Strategy
Consultant at ESCOACHING

Sonia Demet

Innovation Consultant,
Scrum Master Certified,
Mentor at Barrabés.biz

LEAN TEAM

Daniel Medina

Director Opinno Strategy.

Jorge Fields

Design & Marketing,
Automation Lover,
Administrative Partner
at Cupido Capital

Danny Saltaren

CEO of mendesaltaren,
Partner at Nocodehackers,
Product Manager at
minimum.run, Product
Manager at Deskly.

EXPERTS

David Tobón

Co-founder of Capital
Friend, Entrepreneurship
Mentor. Expert in Sales
and Operations.

Anindya Saha

Founder of NERO Ventures,
Professor of the Master's
in Entrepreneurship
and Innovation at EAE
Business School.

Carmen Pumariño

VC Fellow at Included
VC | CFO | Mentor |
Investment Banking and
advisory background

COACHES

Sandra Martínez-Rovira

Head of Talent at
Quadpack

José Luis Santamaría

CEO of NewBeing



JOSÉ DANIEL RODRIGUEZ

MASTER'S IN FINANCE

PROCESS IMPROVEMENT AND IMPLEMENTATION AT ICV EVIDENSIA

“The year I spent at EAE, more specifically, the year I did my MBA, gave me the chance to learn about the different limits that you can find when running a business, but it also exposed me to situations and experiences from which I would have never gotten the chance to learn if it hadn't been for this master's. I was lucky to be surrounded by such great classmates from different sectors and industries and from whom I have learned a lot. They became more than classmates... They are my friends. Nothing in this world is perfect, but this experience... I wouldn't change it, not for anything in the world. Thank you so much, EAE!”



Entrepreneurship & Innovation

Great Entrepreneurship Events

PROPELLER DEMO DAY 2020

In February 2021, we celebrated Propeller's Demo Day 2020, where 8 entrepreneurship projects presented the goals they reached during EAE Business School's incubation programme. Trivana, a solution specialised in Virtual Staffing, localised in the American market, was the big winner of the event.

Tucanpay, Iura and Skilld were the 3 other projects, alongside Trivana, that were incubated at EAE LAB Madrid, while Arspect, Mundooh, Maate and Órale were incubated at EAE LAB Barcelona.

BOOTCAMPS MADRID AND BARCELONA

As part of the preparation process for the 2021 Propeller, our EAE Entrepreneur team carried out Pre-SemiDemo Bootcamps. Two events—one in Barcelona and one in Madrid—, where the students who had completed all the phases of EAE LAB's Pyramid and were on their way to entering Propeller, took part in a very intense day where they did workshops on finance, marketing, legal, prototyping and business model.

WEEKEND CHALLENGE – MADRID AND BARCELONA

In 2021, EAE Entrepreneur celebrated the Weekend Challenge in order to attract Executive and Part Time Master's profiles. This event, which took place both in the Madrid and Barcelona Campuses, acted as a gateway to the world of entrepreneurship for more than 100 students.

ROCA JUNYENT PITCHDAY

As part of the School's open innovation initiatives, we carried out the Legal Design Sprint alongside Roca Junyent law firm. The event in which the final presentation of the projects took place was overseen by Marlen Estéves, Partner Litigation & Arbitration and Roca Junyent, Co-Head Innovation.

The four projects were developed by our students and lawyers from the firm. They presented their propositions to the firm's innovation committee, taking into account the challenges on internationalisation and the United Nations' SDGs that the firm must adhere to.

VALL D'HEBRÓN HOSPITAL DEMODAY

Another open innovation initiative led by the entrepreneurship area of the school was the Vall D'Hebrón Hospital Design Sprint. In this project, more than 40 students took part in the co-creation of innovative solutions for specific topics alongside medical staff from the hospital. The topics were: Hospital at Home, ER Patients Experience, Surgical Material Performance Improvement, Multi-visiting Patients.

Solutions were presented before the hospital's innovation committee and have been taken into account for the development of internal processes.

Collaborating Companies



Since 2020, EAE Business School has strengthened its presence in the Spanish innovation and entrepreneurship environments, becoming a very important part of it.

We've carried out open innovation projects in collaboration with companies such as ROCA JUNYENT law firm and VALL D'HEBRÓN hospital.

Additionally, with our incubator lab, we've attracted professionals from leading companies in the innovation ecosystem such as OPINNO, MINSAIT, INDRA, BARRABÉS, ÓRBITA and CUPIDO CAPITAL, among others.

The EAE Entrepreneur Team



CARMEN MARTOS MOLINA

HEAD OF TALENT FOR IMPACT



HENRI MENNENS

DIRECTOR OF BUSINESS INCUBATOR PROGRAMME



SANTIAGO TOBÓN

DIRECTOR OF ENTREPRENEURIAL TALENT DEVELOPMENT



NICOLÁS ESCARTIN

SENIOR ADVISOR



JOSEP ARGUIMBAU

ENTREPRENEURSHIP PROGRAMME MANAGER, BARCELONA



TARCILA SUGIYAMA

ENTREPRENEURSHIP PROGRAMME MANAGER, MADRID

Entrepreneurship & Innovation

EAE Investor

EAE Investor start-ups have received 11 million euros in funding in the last 2 years. At the 1st Conference, in 2019, two of the four projects that were presented raised 360,000€. These start-ups were Reloadly (a fintech with presence in Miami and Barcelona) and Acqustic (with presence in Bogotá and Barcelona).

During 2019 and 2020, EAE Investor start-ups raised 2.8M euros, creating synergies in the entrepreneurship sector and giving them access to the main funds.

The year the pandemic started, in 2020, EAE Investor start-ups raised more than 1 million euros. EAE Investor was the platform that placed Business Angels in start-ups that were in funding rounds led by Venture Capital.

VICTOR MUR BIELSA

LEAN-WASTE CO-FOUNDER.

“EAE Entrepreneur is an immersive experience in which you delve into the definition of a business idea to develop your own start-up. It allowed me and other classmates to discover methodologies for testing and validating a business idea, while being monitored for several months. Mentorships offered by EAE Entrepreneur help you in every aspect: business model, value proposition, validation tools, sales strategies, financial plan, pitching...

It has certainly been a very enriching experience and I recommend it to everyone who comes to EAE and is interested in the world of entrepreneurs. It's an amazing hidden gem inside EAE.”

CHECK-TO-BUILD

In 2021, they've raised 500,000€ in funding.

In their first year, they've managed to get:

- 90,000€ in revenue
- 325 tonnes of saved waste material and 42,150€ saved for our clients.
- Spanish Champions of the Entrepreneurship World Cup that took place in Saudi Arabia in 2021 — Spanish representative start-up for the competition.
- Strategic alliances with AC-HUB, Colegio Oficial de Aparejadores de Madrid, PTEC Platform, Colegio de Ingenieros de Caminos de Madrid, TISE Group at Universidad Politécnica de Madrid.
- Since their beginnings, they've raised 772,000€ in fundings.

JIBU

In 2021, they managed to:

- Close deals with their first clients
- 12 operational machines that have dispensed more than 6,000 litres of water, which means savings for 12,700 plastic bottles.
- Winners of the prize for best start-up in the pre-accelerator programme of Las Naves Collab in Valencia.
- Winners of the Accedit N°3 of the Hackathon organised by the City Hall of Valencia.
- Winners of the prize for best start-up in the Scale-Up programme of Las Naves Collab in Valencia (5,000€)
- Finalist at the Más Humanos (More Humane) category of the El Corte Inglés awards.
- Participated in 4YFN at the MWC 2021.

EDUCATLY

They've raised 887,000€ this year.

Since its launch, its programmes have had half a million visualisations. It encompasses 450 business schools and universities around the world and more than 45,000 student profiles.

EDUCALL

In 2021, with only one year of existence...

- They impacted more than 100 children through their educational calls service.
- They were champions of the Entrepreneurship World Cup that took place in Saudi Arabia in 2021 — as the start-up representative of Colombia.
- World Top 100: Falling Walls Lab Winner, Colombia 2021.
- Second place at SurSur Innova
- Top 10 at T-Prize

ILOF

It has raised more than 1.5M euros.

- Winner of the impact award by 4YFN.
- Founders were selected in 2020 for the Forbes 30 under 30 in the Science & Healthcare category.
- Top 150 Digital Health Companies in the World by CB Insights.
- DT50 award winner in the technology category.
- Alibaba Jumpstarter Finalist.

NARU INTELLIGENCE

Naru received its certification in May, 2021, and with it, it all went smoother than ever since they have now won the trust of hospitals. We don't have any client-data or income; they are very reluctant about sharing this information.

FIXME

In 2021, they raised 1M euros in funding from Angels, Juan Roig's investor society that belongs to Marina de Empresas, alongside international investors.

En 2021 pusimos en marcha la Aceleradora de startups de alumni, El proyecto tiene la finalidad de constituir un gran ecosistema empresarial en España y Colombia, capaz de atraer y desarrollar talento.

EIN aceleradora de startups y Angels se unen en un mismo espacio. Su localización en las sedes de EAE en Barcelona, Madrid y próximamente Bogotá, permite a los antiguos alumnos y el ecosistema contar con una iniciativa única que engloba todas las fases de puesta en marcha de una empresa.

Las startups de la Aceleradora de EAE 2021 Han recibido 3 887 000€ de inversión.



This is how we work
to change things and,
most importantly, the
lives of people.
What about you?
Do you want to start
changing yours?



“I’ve learned to adapt, to understand the changes that take place on a daily basis in a professional way, to analyse them and the effect they have on companies and their strategies. Keeping up to date is an everyday job in these times we’re living in.”

Alejandrina Méndez
Senior IT Project Manager / PMO at BNP Paribas
EAE Graduate

EAE Business School

We would like to thank every member of the EAE Community — students, alumni, faculty and staff. You’ve all made this catalogue possible. A group of people that represent our philosophy and share the values that guide us all in this exciting journey. **We make it happen.**

Campus Barcelona

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

Campus Madrid

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