



# Employability Report 2021

#StartHere

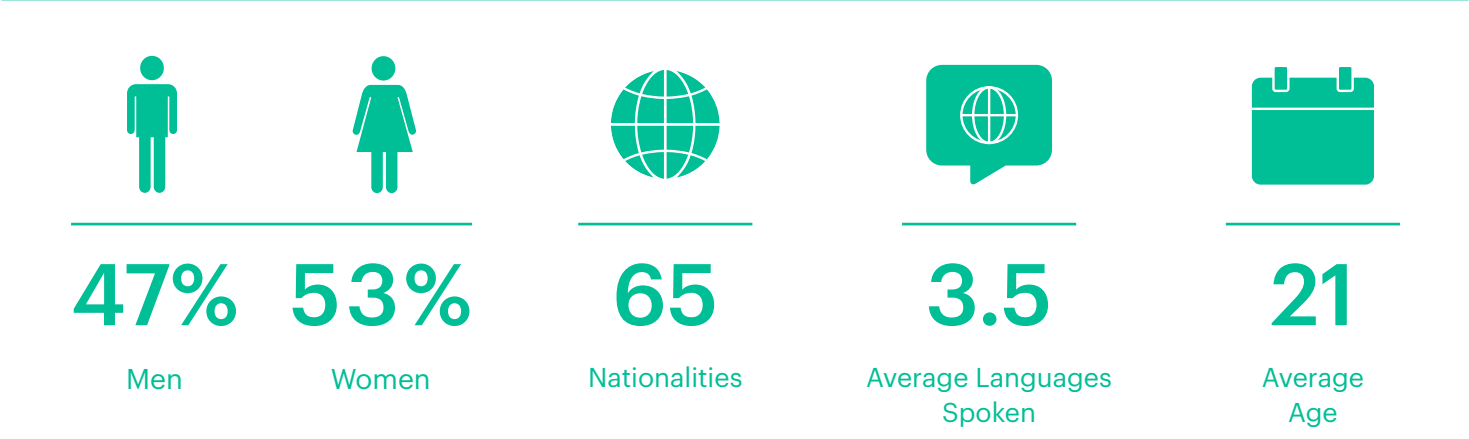
Each year since 1973, EU Business School has sent a diverse and innovative graduating student body out into the world. Our alumni go on to work for major multinationals, SMEs, NGOs and start-ups: many of them go on to create their own companies.

EU's Employability Report is a celebration of our graduates' success stories. The information enclosed here highlights the fantastic results of the EU experience: we hope that it will inspire you to define your own unique career path.

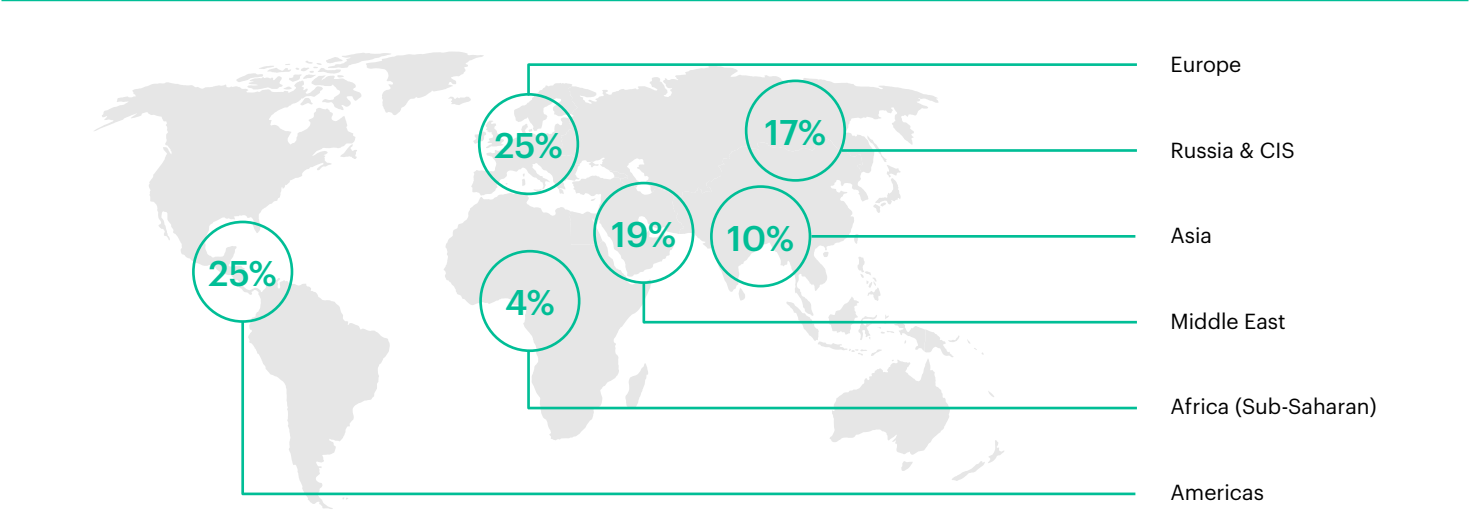
# Bachelor's Graduates

Our 2021 bachelor's graduates came to EU from around the world. They opted to study a wide range of programs, creating solid foundations for exciting and diverse career paths.

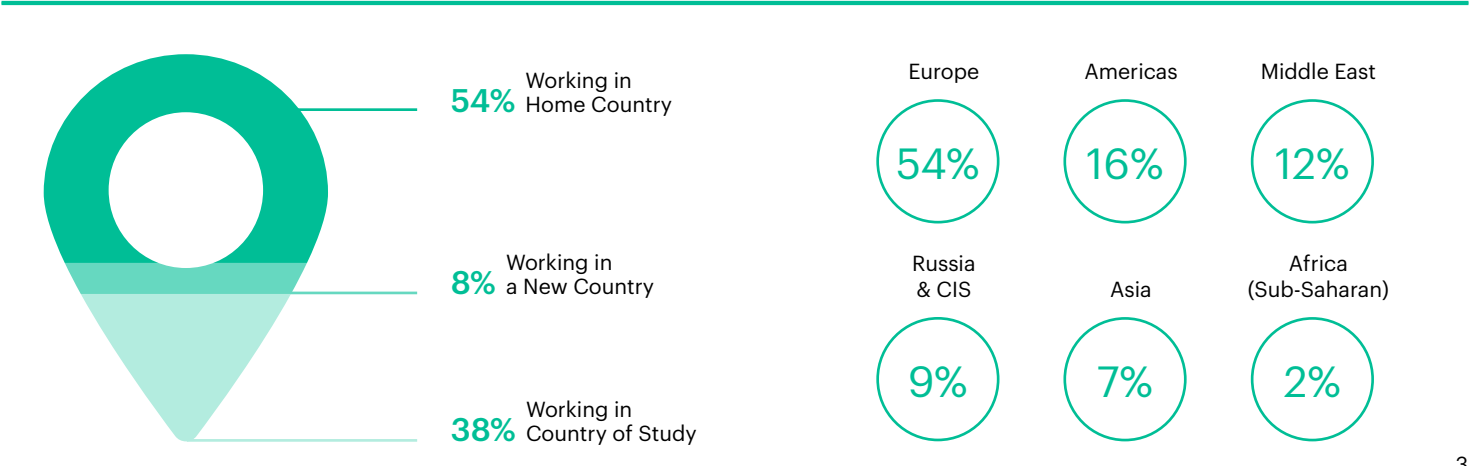
## Key Facts



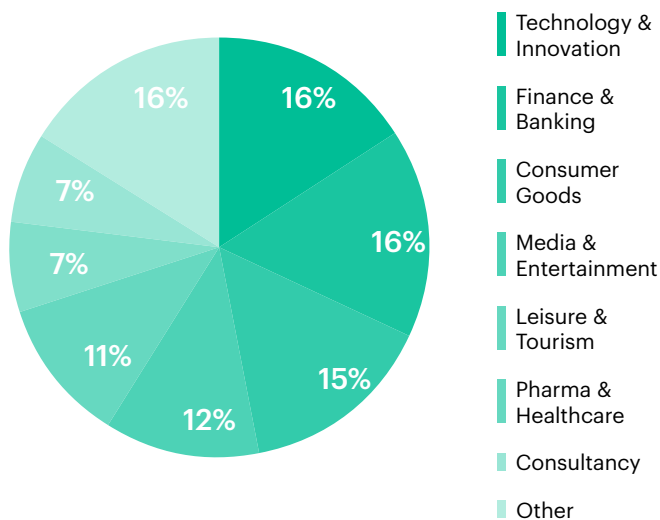
## Home Countries



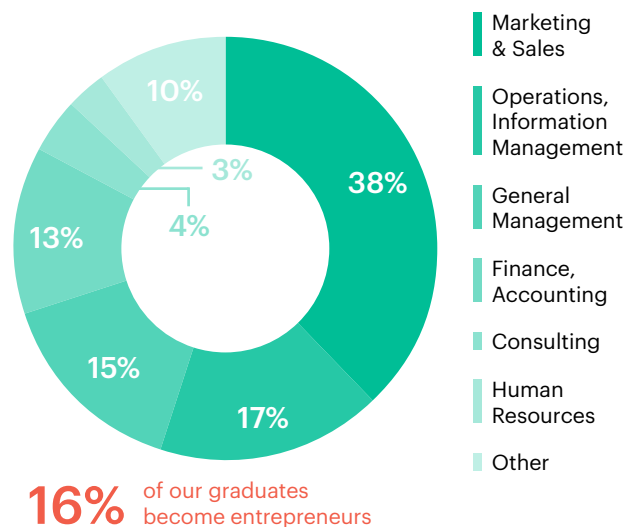
## Current Location



## Industries



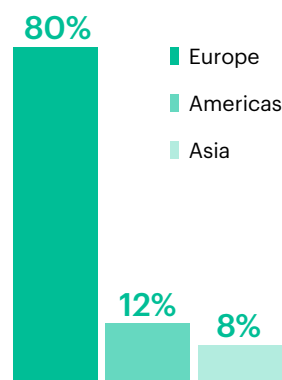
## Functions



## Further Studies

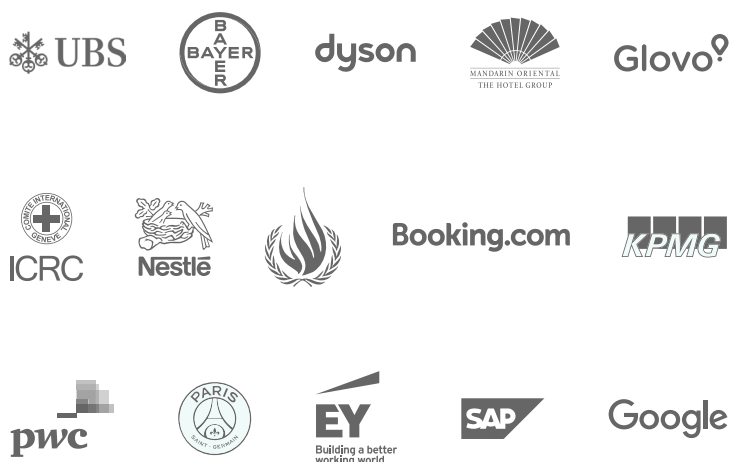
## Top Hiring Companies

### Location



### Specializations

36%	Management
28%	Marketing
16%	Fashion & Luxury
12%	Finance
8%	Other



## Internship Testimonial



*Doing internships during your studies increases your chances of securing a good job after you finish your studies. Despite the high level of competition in Europe, I recommend all international students do internships during their summer breaks.*

**Maria Paula Brenes Mata**

Coordinator APCS-IATA Training at IATA

**From:** Costa Rica - **Lives in:** Switzerland

**Studied:** Bachelor of Arts in Communication & Public Relations, Geneva

## Career Path Testimonials



*At EU, you meet lots of students from different countries, so you have to learn to communicate effectively. My current position is Marketing Representative for PlayStation, Indonesia. I plan, execute and monitor all active marketing, branding activities and events. Everything I learned at EU I have applied to where I'm currently working.*

**Kamila Quratuaini**

Marketing Specialist at PlayStation

**From:** Indonesia - **Lives in:** Indonesia

**Studied:** Bachelor of Science in Digital Media Management, Geneva



*I would recommend people attend EU Business School if they would like to enter the workforce with leadership skills and communication skills and the ambition to move forward... At EU, I learned to be more confident. Now, I am more outgoing, and my communication skills have increased; I present myself more professionally.*

**Amir Baroud**

Head of Marketing at Capita Academy International

**From:** Netherlands/Aruba - **Lives in:** Netherlands

**Studied:** Bachelor of Business Administration, Geneva



*After five semesters at EU, I did my last year with partner school, University of California, Riverside, and later obtained a one-year visa to work in the U.S.*

*During my last semester there, I did an internship for a small business in New York, where I later held a permanent position. Thanks to this experience, I got my position at PwC.*

**Michelle Sanchez Aldana Gonzalez**

Anti-Money Laundering/Financial Analyst at PwC

**From:** Mexico - **Lives in:** USA

**Studied:** Bachelor of Science in Business Finance, Barcelona



*When I was still a student at EU, I started with a temporary contract at AXA and worked my way up to a full-time permanent position upon graduation. My initial time in the company was while I was still at EU, which helped me quickly excel in my career.*

**Vishal Sandhu**

Junior Operations Manager at MessengerPeople by Sinch

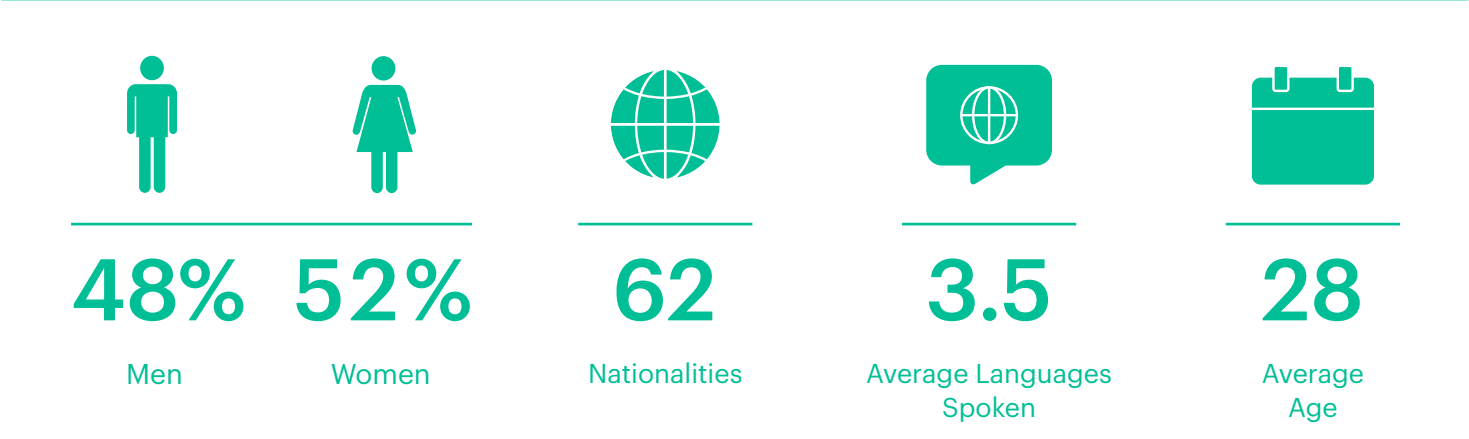
**From:** India - **Lives in:** Germany

**Studied:** Bachelor of Science in International Business, Munich

# Master’s & MBA Graduates

Our Master’s and MBA students combined theoretical and practical studies, leading to invaluable networking experiences and sought-after employment opportunities.

## Key Facts



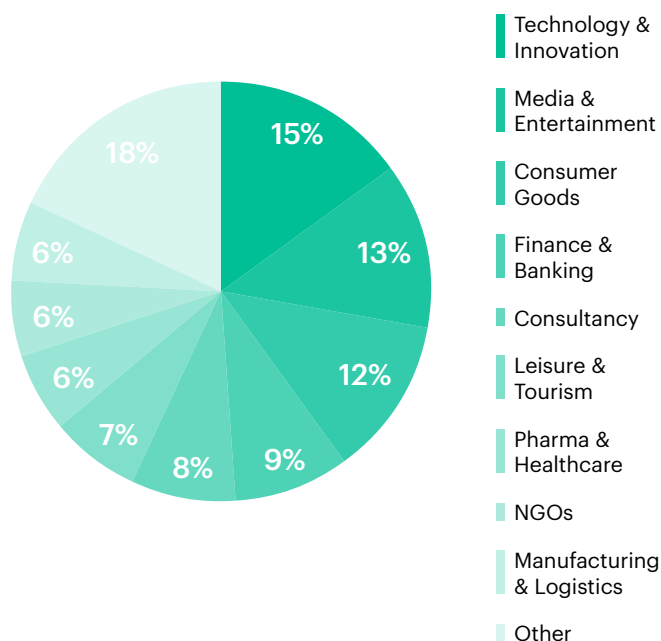
## Home Countries



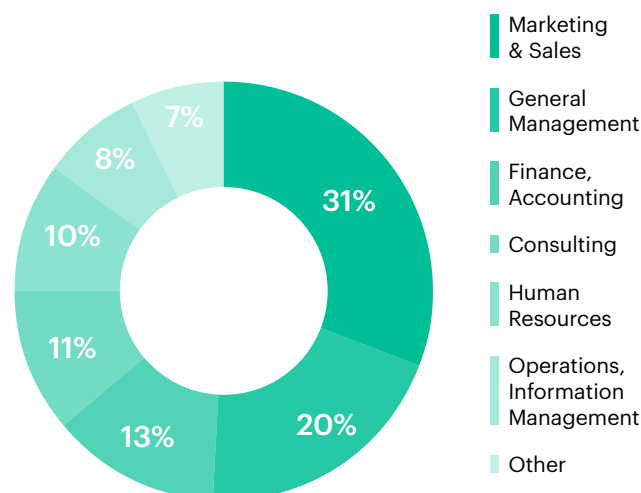
## Current Location



## Industries



## Functions



**20%** of our graduates become entrepreneurs

## Top Hiring Companies



## Internship Testimonial



*The greatest advantage (of doing an internship) is that you get to understand why you're studying what you're studying. I did my internship in digital communications while doing my studies at EU, they went hand in hand and at times I saw them feeding into each other.*

**Emmanuel Doffou**

Associate in Digital Design & Communications at the World Business Council for Sustainable Development in Geneva

**From:** Ghana - **Lives in:** Switzerland

**Studied:** Master's in Communication & Public Relations, Geneva



## Career Path Testimonials



*During my studies at EU, I had a job at a tour company and worked my way to general manager after graduation. I combined the experience I had previously gained working in Brazil with the theories and tips from EU lecturers and it really helped me excel.*

*I had to change jobs due to the COVID-related tourism crisis but was able to land a job at HP shortly after. I still use the negotiation skills I learned at EU in my current role.*

**Thiago Cruz**

Sales Account Manager at Hewlett Packard

**From:** Brazil - **Lives in:** Spain

**Studied:** Master of Business Administration, Barcelona



*My life journey has been largely influenced by strong, professional women who have had a tremendous effect on who I am today. An EU lecturer once told me: 'You can be whatever you want and sit at any table. Acknowledge those who paved the way, and you will do great things for the world.' This stayed with me and helped develop my self-confidence and conviction. As businesswomen, we play a significant role in mentoring and encouraging future female generations.*

**Louisa Wangeci**

Talent Acquisition & Employer Branding Specialist at UN World Food Programme Somalia

**From:** Kenya - **Lives in:** Kenya

**Studied:** Master of Business Administration in Human Resources Management, Barcelona



*I was equipped with the skills to become more flexible and face the changing business environment. My MBA gave me a framework for realizing business ideas and, right after, I used a lot of the examples from EU to run operations. These concepts worked just as my professors said they would.*

**Tatenda Phiri**

Business Development Engineer at Eaton and Future Energy Leader (FEL100) at World Energy Council

**From:** Zimbabwe - **Lives in:** Austria

**Studied:** Executive BBA, Digital Campus, and MSc in International Management, Digital Campus



*At EU, I developed a strategic-thinking and data-driven approach. Studying with international students prepared me to work efficiently with cross-departmental teams in my organization.*

*I'm currently working with Amazon as a learning and development specialist, where I'm leading amazing programs for employees in India. It has been an amazing learning curve to work with different employee development programs.*

**Lipali Patnaik**

Program Lead – Learning and Development at Amazon

**From:** India - **Lives in:** India

**Studied:** Master of Business Administration, Munich



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