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# Employment Report 2021

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**SPECIALISED  
MASTER'S**



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.

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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.

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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.

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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.



LUIGI BUITANO  
PORTUGAL

MASTER IN INTERNATIONAL BUSINESS  
INTERNSHIP AT SCHNEIDER ELECTRIC  
- DEPARTMENT OF GSC EUROPE LOG DC

“I’m very grateful for the professional careers service, especially for my Career Advisor, who managed to help me with every doubt I had along the whole process. Among so many things, she helped me with my CV, with how to set it on the right track, bearing in mind my background and the labour markets I was aiming at; and she taught me how to make the best decision at every stage of the selection process.”

## Salary Growth Summary

Programmes	Before the Master's	After 3 Months	After 6 Months	Current + Bonuses
Máster en Bolsa y Mercados Financieros	30,000 €	35,100 €	41,400 €	41,400 €
Master in Design Thinking & Customer Experience	40,286 €	42,840 €	55,800 €	72,000 €
Máster en Dirección de Comunicación Corporativa	21,706 €	25,988 €	32,718 €	36,257 €
Master in Marketing and Sales Management	31,905 €	36,000 €	41,021 €	47,100 €
Master in Human Resources and Talent Management	30,833 €	30,979 €	35,486 €	45,400 €
Máster en Dirección y Gestión Financiera	26,786 €	36,491 €	45,429 €	56,864 €
Máster en Emprendimiento e Innovación	30,167 €	39,600 €	39,375 €	41,000 €
Master in Digital Marketing and e-Commerce	32,885 €	29,443 €	32,760 €	43,200 €
Master in International Business	19,500 €	32,400 €	37,029 €	39,343 €
Master in Project Management	37,500 €	43,538 €	47,224 €	51,960 €
Master in Big Data & Analytics	31,676 €	41,000 €	43,763 €	51,923 €
Master in Supply Chain Management & Logistics	24,577 €	31,050 €	34,200 €	37,440 €

## Top Recruiters on the Different Sectors

### CONSULTANCY & BUSINESS SERVICES

Lee Hecht Harrison Llc  
Randstad  
Adecco  
Robert Walters  
KPMG

### CONSTRUCTION, REAL-ESTATE. ENERGY

Schneider Electric  
Ferrovial  
Engel & Völkers  
Selectra

### DISTRIBUTION, E-COMMERCE & RETAIL

Primark  
Carrefour  
Media Markt  
Amazon  
Ikea  
Webhelp

### FINANCIAL SECTOR

Zurich  
Deutsche Bank  
Allianz  
Banco Santander  
BBVA  
PayFit España  
Bankinter

### MASS CONSUMER, FASHION AND BEAUTY

Unilever  
L'Oréal  
Nestlé  
Colgate  
Henkel  
Coty  
Cargill  
LVMH  
Grupo Danone  
Loewe  
Pepe Jeans  
Avon

### MARKETING & COMMUNICATION

Emagister  
Havas Media Group  
Burson Cohn & Wolfe (BCW)  
Kantar  
Camaloon  
Publicis Groupe  
Nielsen

### INDUSTRIAL SECTOR

Merck Group  
Ferrer  
Sanofi  
FCA Fiat Chrysler Automobiles  
Seat  
Signify

### LEISURE & TOURISM

Sodexo  
Grupo Planeta  
Grupo Freixenet  
NH Group  
Grupo Larrumba

### HEALTHCARE

Etnolabs  
Pierre Fabre  
Beiersdorf AG  
Abbott Laboratories

### TRANSPORTATION & LOGISTICS

DHL  
Correos  
ID Logistics  
Trucksters  
VMware  
CHEP

### TECH

Tech Data  
T-Systems  
HP  
Glovo  
Keysight Technologies

### STARTUPS

Factorial  
Wallbox  
Trioteca

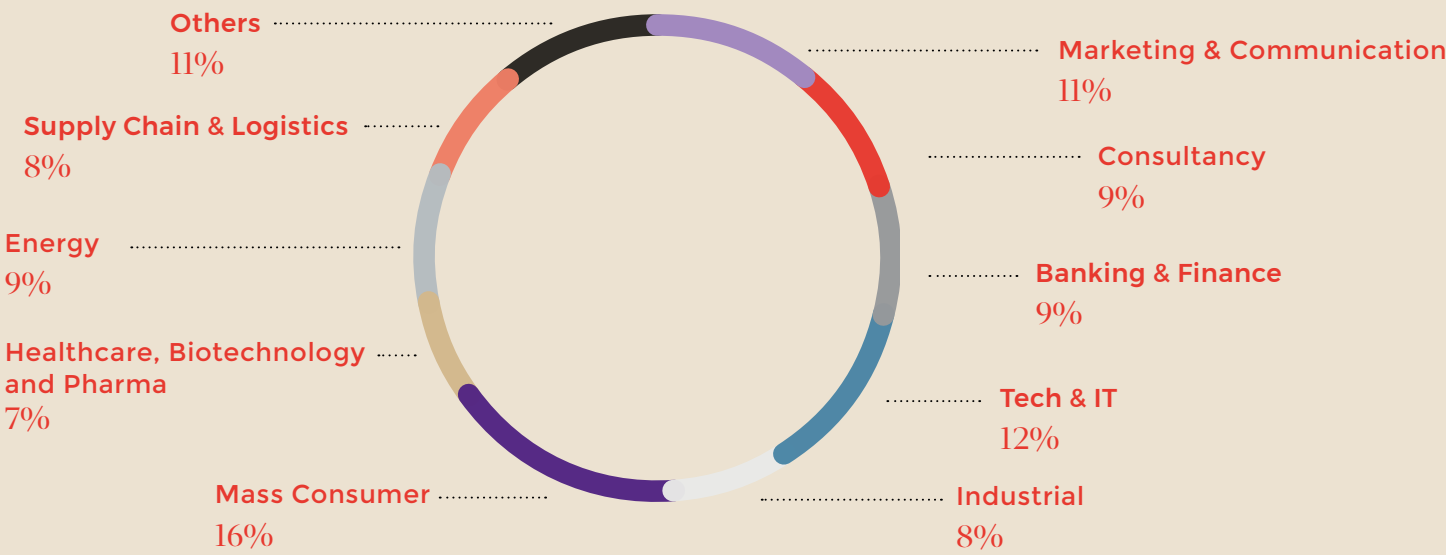
# The Essence of Our School

A panoramic vision of  
our master's students

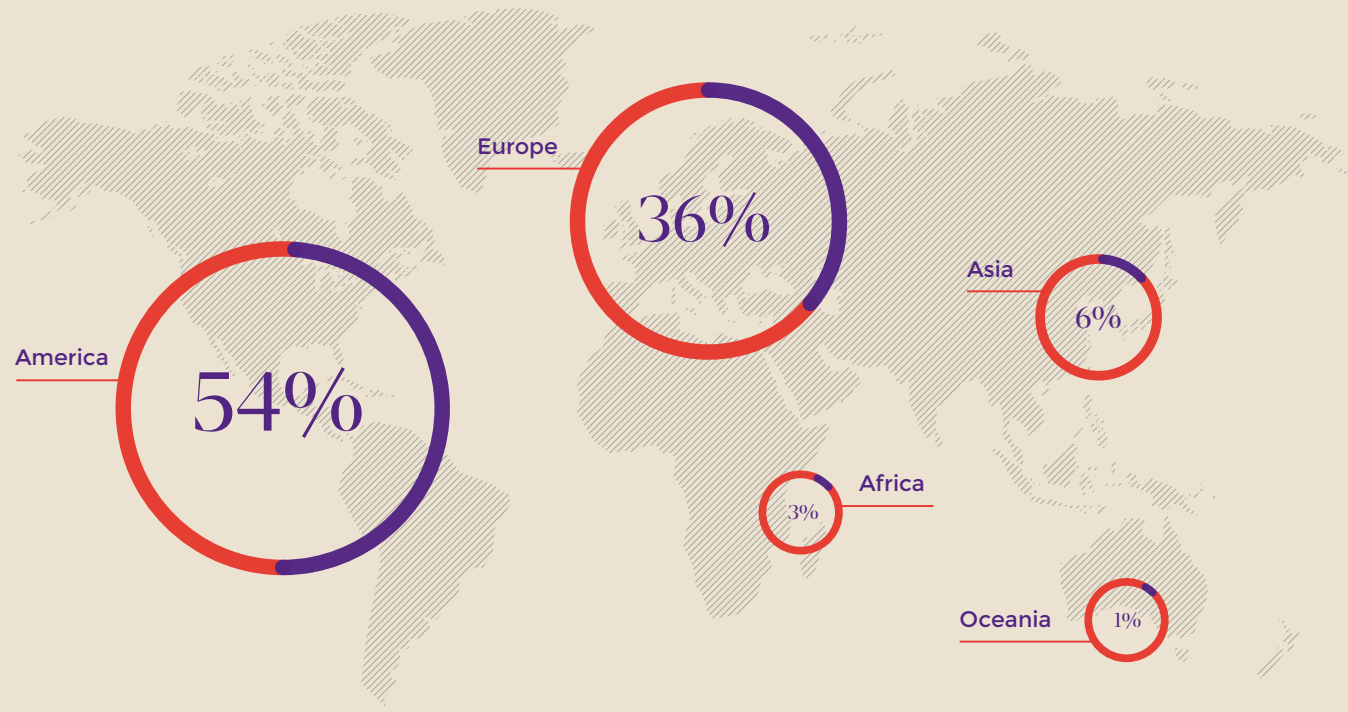
## Profile



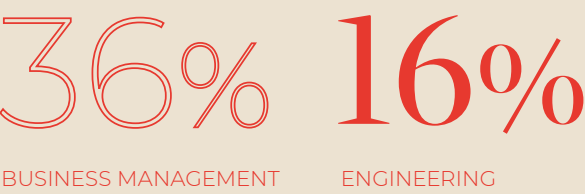
## Industries



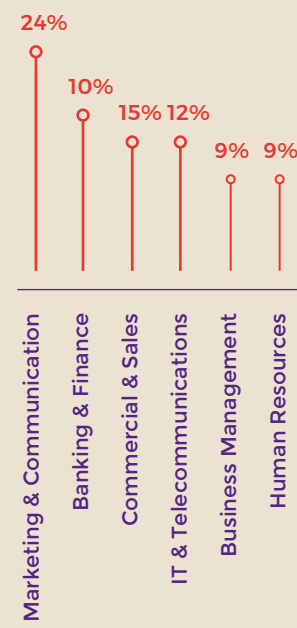
## Region



## Academic Background



## Area / Function



# 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.

## SECTOR

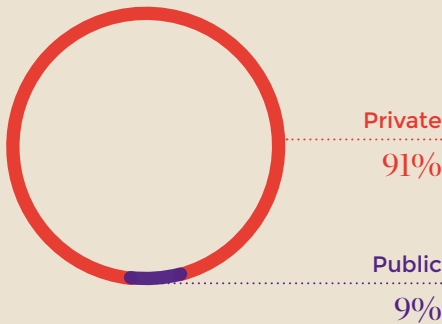
IT / TECHNOLOGY	10%
CONSULTANCY / ADVISORY / AUDITING	10%
BANKING / FINANCE	9%
OTHER	9%
E-COMMERCE	6%
ADVERTISING / MARKETING / PUBLIC RELATIONS	4%
LOGISTICS / DISTRIBUTION / TRANSPORTATION	4%
FOOD & BEVERAGE	4%
HEALTHCARE	4%
EDUCATION / PROFESSIONAL STUDIES	3%
INSURANCE / PENSION	3%
INFORMATION TECHNOLOGIES	3%
MASS CONSUMPTION	3%
HOSPITALITY / TOURISM / RESTAURANT	3%
MISCELLANEOUS SERVICES	2%
ENERGY / ELECTRICITY	2%
INDUSTRIAL	2%
TELECOMMUNICATIONS	2%
MEDIA	2%
AUTOMOTIVE	2%
HUMAN RESOURCES	2%
HEALTH SERVICE	1%
PUBLIC ADMINISTRATION	1%
TEXTILE	1%
REAL ESTATE / PROPERTIES	1%
NGOS AND SOCIAL SERVICES	1%
ENVIRONMENT	1%
METALLURGY / IRON AND STEEL INDUSTRY	1%
COMMERCIAL	1%
AGRICULTURE, STOCKBREEDING AND FISHING	1%
CONSTRUCTION	1%
ENGINEERING	1%

## EMPLOYMENT SITUATION

91%

ARE FULL-TIME EMPLOYEES

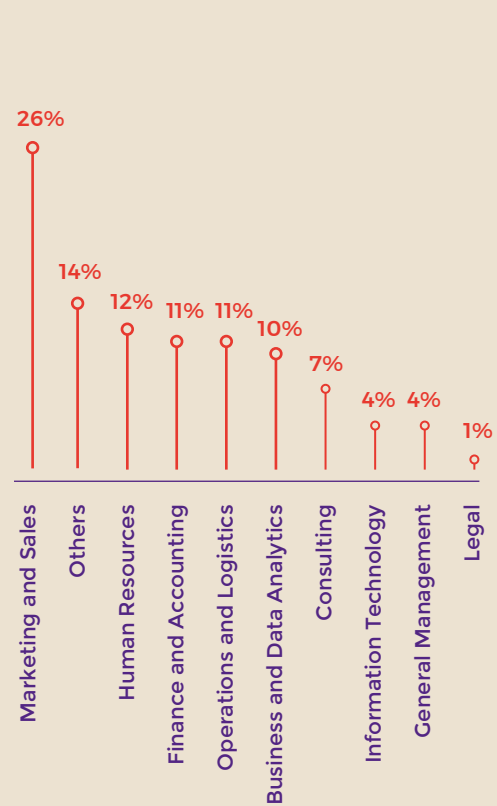
## TYPE OF COMPANY



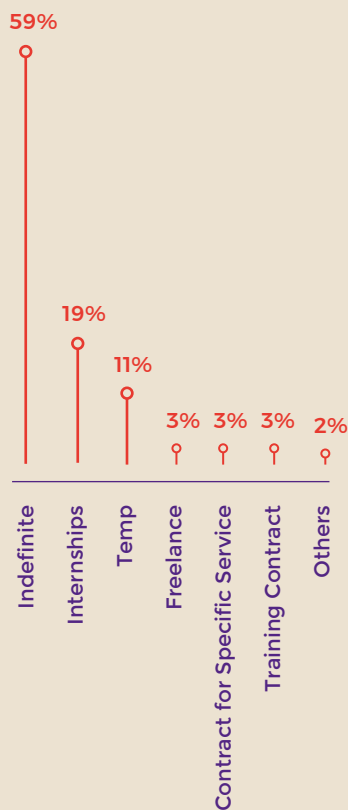
## WORK LOCATION

MADRID	37%
REST OF THE WORLD	27%
BARCELONA	25%
EUROPE	13%

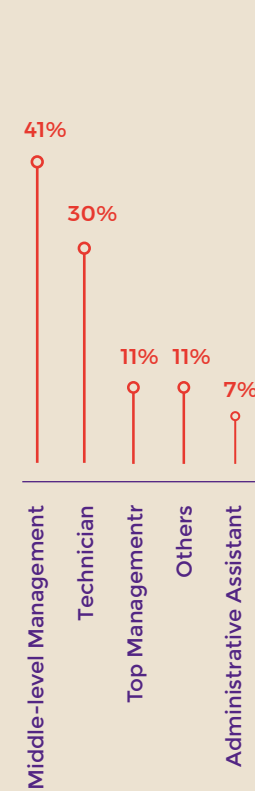
## AREA / FUNCTION



## TYPE OF CONTRACT



## DEGREE OF RESPONSIBILITY



## Search for Employment

12%

WERE ALREADY EMPLOYED BEFORE THEY STARTED THE MASTER'S

29%

FOUND OPPORTUNITIES BEFORE FINISHING THE MASTER'S

6%

FOUND OPPORTUNITIES ONE YEAR AFTER FINISHING THE MASTER'S

34%

FOUND OPPORTUNITIES THREE MONTHS AFTER FINISHING THE MASTER'S

19%

FOUND OPPORTUNITIES SIX MONTHS AFTER FINISHING THE MASTER'S



# 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.

9%

OF OUR STUDENTS HAVE HAD A TRIPLE JUMP CAREER CHANGE

20,000€

AVERAGE RAISE

MAINLY IN FUNCTIONAL AREAS OF **BUSINESS ANALYTICS, MARKETING AND CONSULTING** IN SECTORS SUCH AS BANKING & FINANCE, MASS CONSUMPTION AND E-COMMERCE.

27,375 €

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

34,306 €

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

43,629 €

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

47,084 €

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

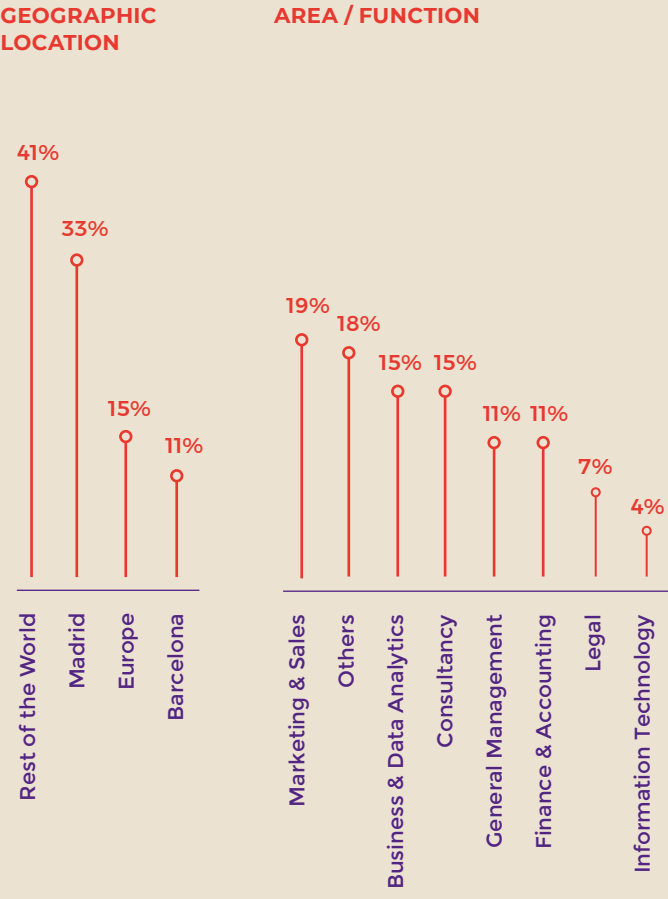




# Entrepreneurship

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:



SECTOR					
ADVERTISING / MARKETING / PR	15%	BANKING / FINANCE	7%	HEALTHCARE	4%
CONSULT / ADVISORY / AUDITING	15%	HEALTH SERVICES	4%	REAL ESTATE / PROPERTIES	4%
E-COMMERCE	11%	INDUSTRIAL	4%	INSURANCE / PENSION	4%
IT / TECHNOLOGY	11%	CONSTRUCTION	4%	MISCELLANEOUS SERVICES	3%
EDUCATION / PROF. STUDIES	7%	NGOS AND SOCIAL SERVICES	4%	OTHERS	3%



ENTREPRENEURIAL PROFILES IN MASTER'S STUDENTS

COUNTRY OF RESIDENCE	
SPAIN	44%
COLOMBIA	11%
ECUADOR	7%
NETHERLANDS	7%
UNITED STATES	7%
DOMINICAN REPUBLIC	4%
RUSSIA	4%
PANAMA	4%
CHILE	4%
MOROCCO	4%
BOLIVIA	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.

### Marketing, Communication & Sales

37,646€

AVERAGE SALARY AT THE START OF THE MASTER'S

54,593€

AVERAGE SALARY AFTER FINISHING THE MASTER'S

Programmes	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Marketing Digital & e-Commerce Full Time	29,443 €	32,760 €	32,885 €	43,200 €	47%
Digital Marketing & e-Commerce Eng Full Time	35,000 €	44,100 €	44,100 €	44,400 €	27%
Marketing and Gestión Comercial Full Time	31,905 €	36,000 €	41,021 €	47,100 €	48%
Marketing and Sales Management Eng Full Time	32,929 €	43,200 €	52,704 €	63,284 €	92%
Comunicación Corporativa & Digital Full Time	36,000 €	43,200 €	43,200 €	43,200 €	20%
Psicología y Comportamiento del Consumidor Full Time	18,000 €	23,200 €	28,400 €	43,200 €	140%
Customer Experience & Innovation Full Time	40,286 €	42,840 €	55,800 €	72,000 €	79%
Patrocinio, Organización de Eventos y Protocolo Full Time	26,871 €	29,255 €	31,517 €	32,333 €	20%
Comunicación Corporativa & Digital Full Time	33,000 €	38,500 €	40,000 €	45,000 €	36%
Dirección de Marketing Weekend	39,200 €	52,071 €	55,385 €	62,723 €	60%
Dirección Comercial y Gestión de Ventas Weekend	60,525 €	68,968 €	71,242 €	84,960 €	40%
Marketing Digital & E-Commerce Part Time	38,875 €	48,185 €	48,600 €	50,550 €	30%
Customer Experience & Innovation Weekend	60,000 €	63,000 €	63,000 €	72,000 €	20%
Marketing y Desarrollo de Mercado Hybrid	36,923 €	45,600 €	48,600 €	60,055 €	63%



### MBA's & Business Management

39,009€

AVERAGE SALARY AT THE BEGINNING OF THE MASTER'S

68,118€

AVERAGE SALARY AFTER FINISHING THE MASTER'S

Programmes	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
MBA Full Time	35,111 €	62,067 €	68,333 €	80,000 €	128%
International MBA Full Time	51,188 €	60,390 €	62,147 €	72,106 €	41%
International Business Full Time	27,875 €	41,133 €	47,206 €	53,317 €	91%
Negocios Internacionales	18,000 €	32,400 €	54,000 €	54,000 €	200%
Emprendimiento e Innovación Full Time	30,167 €	39,375 €	39,600 €	41,000 €	36%
Análisis Económico del Derecho Full Time	18,000 €	21,600 €	27,000 €	27,000 €	50%
Executive MBA	53,357 €	75,652 €	76,859 €	87,667 €	64%
Global Executive MBA Hybrid	78,375 €	104,280 €	117,000 €	129,857 €	66%

# Salary Progression

Areas of Knowledge

## Finance & Economics

35,748€ AVERAGE SALARY AT THE START OF THE MASTER'S

58,207€ AVERAGE SALARY AFTER FINISHING THE MASTER'S

Programmes	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Finanzas Full Time	26,786 €	36,491 €	45,429 €	56,864 €	112%
Finance Full Time	61,200 €	66,000 €	73,800 €	112,500 €	84%
Bolsa y Mercados Financieros Full Time	30,000 €	35,100 €	41,400 €	41,400 €	38%
Bolsa y Mercados Financieros Part Time	33,000 €	43,200 €	44,550 €	51,750 €	57%
Finanzas Part Time	45,500 €	58,255 €	58,350 €	59,727 €	31%
Finanzas Corporativas Hybrid	18,000 €	21,600 €	27,000 €	27,000 €	50%



## ALEJANDRA REATIGA AGUILAR

MASTER IN SUPPLY CHAIN MANAGEMENT & LOGISTICS

SUPPLY CHAIN TRAINEE AT MERCK GROUP

“Thanks to my professors and to the service of Professional Careers I was able to identify my differential value in the labour market. Thanks to EAE’s networking and the preparation I had, I was able to do my internship in the sector I feel passionate about: production.”

## HR, Leadership, Talent & Coaching

40,011 € AVERAGE SALARY AT THE BEGINNING OF THE MASTER'S

61,798 € AVERAGE SALARY AFTER FINISHING THE MASTER'S

Programmes	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Dirección de Recursos Humanos	30,833 €	30,979 €	35,486 €	45,400 €	47%
Human Resources & Talent Development	36,500 €	41,400 €	46,800 €	63,000 €	73%
Desarrollo Directivo, inteligencia Emocional y Coaching	45,600 €	46,500 €	53,100 €	84,240 €	85%
Recursos Humanos y Desarrollo de Talento Weekend	57,600 €	60,300 €	69,120 €	77,850 €	35%
Recursos Humanos y Desarrollo de Talento Hybrid	29,520 €	32,600 €	35,000 €	38,500 €	30%



# Salary Progression

Areas of Knowledge



## Logistics & Operations

47,918€ AVERAGE SALARY AT THE START OF THE MASTER'S

75,948€ AVERAGE SALARY AFTER FINISHING THE MASTER'S

Programmes	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Project Management Full Time	37,500 €	43,538 €	47,224 €	51,960 €	39%
Project Management Eng Full Time	47,750 €	64,800 €	70,500 €	94,500 €	98%
Supply Chain Management & Logistics Full Time	26,550 €	34,200 €	36,600 €	41,914 €	58%
Supply Chain Management & Logistics Eng Full Time	45,000 €	54,000 €	54,000 €	72,000 €	60%
Supply Chain Management & Logistics Weekend	67,364 €	71,640 €	72,655 €	92,520 €	37%
Project Management Weekend	58,683 €	77,732 €	81,995 €	86,488 €	47%
Project Management Hybrid	51,000 €	61,560 €	66,240 €	72,200 €	42%
Supply Chain Hybrid	49,500 €	60,750 €	90,000 €	96,000 €	94%

## Innovation & Tech

34,434€ AVERAGE SALARY AT THE BEGINNING OF THE MASTER'S

59,068€ AVERAGE SALARY AFTER FINISHING THE MASTER'S

Programmes	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Big Data & Analytics Full Time	31,676 €	41,000 €	43,763 €	51,923 €	64%
Big Data & Analytics Eng Full Time	22,500 €	54,000 €	54,000 €	54,000 €	140%
Big Data Part Time	49,125 €	65,430 €	71,280 €	71,280 €	45%

# Salary Progression

Geographic Area, Functional Area, Sectors

## Global Salaries

Geographic Area	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Europe	44,154 €	52,805 €	56,575 €	66,409 €	50%
South America	33,528 €	44,700 €	49,965 €	53,335 €	59%
Central and North America	39,513 €	60,000 €	64,227 €	67,553 €	71%
Asia-Pacific	42,333 €	52,200 €	57,600 €	65,000 €	53%
Africa and Middle East	45,600 €	45,857 €	70,200 €	73,800 €	62%

Functional Area	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Business Management	47,965€	65,691 €	70,534 €	80,297 €	67%
Marketing	40,370€	50,541 €	55,327 €	63,790 €	58%
Operations	44,175 €	52,521 €	59,488 €	68,146 €	54%
Finance	39,482 €	50,261 €	54,759 €	63,327 €	60%
Human Resources	46,900 €	57,750 €	58,560 €	68,273 €	46%
Business & Data Analytics	46,861 €	53,057 €	56,533 €	64,801 €	38%

Sectors	Before the Master's	After 3 months	After 6 months	Current + Bonuses	Evolution %
Energy / Electricity	54,808 €	72,217 €	76,267 €	99,200 €	81%
Biotechnology	45,000 €	78,300 €	85,500 €	94,500 €	110%
Architecture / Design / Decoration	65,625 €	69,750 €	70,650 €	96,000 €	46%
Food & Beverages	53,719 €	62,047 €	71,894 €	78,888 €	47%
Information Technology	40,154 €	58,650 €	60,600 €	73,236 €	82%
Engineering	56,571 €	69,171 €	71,743 €	72,900 €	29%
Aeronautics	56,000 €	69,000 €	69,000 €	69,000 €	23%
Miscellaneous Services	42,900 €	51,782 €	56,600 €	68,000 €	58%
IT / Technology	45,276 €	54,386 €	59,751 €	76,768 €	69%
Banking / Technology	38,344 €	53,540 €	59,033 €	66,263 €	73%
Environment	21,600 €	36,000 €	63,000 €	65,250 €	96%
Industrial	54,150 €	72,210 €	75,074 €	85,122 €	202%
Mass Consumption	49,154 €	50,571 €	53,400 €	65,140 €	57%
Logistics / Distribution / Transportation	39,571 €	46,840 €	51,810 €	59,537 €	50%
Construction	38,550 €	51,400 €	58,150 €	63,450 €	65%
Media / Cinema & TV	39,188 €	43,425 €	47,475 €	55,350 €	36%
Hospitality / Tourism / Restaurant	46,941 €	49,015 €	54,000 €	57,825 €	23%
Real Estate / Properties	43,800 €	56,160 €	57,240 €	64,080 €	46%
Sales	31,636 €	42,055 €	43,000 €	61,457 €	94%
Consulting / Advisory / Auditing	39,525 €	43,660 €	49,140 €	54,758 €	38%
Pharma / Chemistry	35,436 €	46,874 €	54,687 €	57,432 €	62%
Textile	32,100 €	39,825 €	43,650 €	54,000 €	68%
e-Commerce	39,964 €	49,896 €	55,314 €	55,725 €	39%
Automotive	50,100 €	54,491 €	63,327 €	73,800 €	47%
NGOs and Social Services	36,000 €	43,200 €	72,000 €	72,000 €	100%
Export / Import	60,000 €	72,000 €	72,000 €	72,000 €	20%
Advertising / Marketing / PR	52,125 €	68,400 €	68,400 €	72,000 €	38%
Insurance / Pension	41,318 €	53,280 €	58,500 €	71,300 €	73%
Public Administration	33,480 €	35,640 €	36,250 €	52,200 €	56%
Education / Professional Studies	35,100 €	47,800 €	50,200 €	51,525 €	47%
Sports, Cultural and Recreational Activities	21,600 €	27,000 €	27,000 €	60,000 €	178%
HR Services	21,600 €	24,750 €	27,000 €	40,500 €	87%





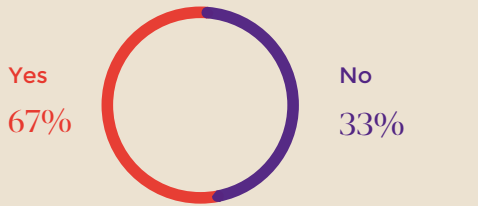
# Internships Experiences

The 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.

SECTOR		
ADVERTISING / MARKETING / PR	11%	
CONSULTING / ADVISORY / AUDITING	11%	
BANKING / FINANCE	7%	
E-COMMERCE	6%	
LOGISTICS / DISTRIBUTION / TRANSPORTATION	6%	
INFORMATION TECHNOLOGIES	6%	
IT / TECH	5%	
EDUCATION / PROFESSIONAL STUDIES	4%	
OTHERS	4%	
FOOD AND BEVERAGES	4%	
ENERGY / ELECTRICITY	4%	
HOSPITALITY / TOURISM / RESTAURANT	3%	
INSURANCE / PENSION	3%	
HR SERVICES	3%	
PHARMA / CHEMISTRY	3%	
MASS CONSUMPTION	2%	
TEXTILE	2%	
TELECOMMUNICATIONS	2%	
MISCELLANEOUS SERVICES	1%	
AUTOMOTIVE	1%	
REAL ESTATE / PROPERTIES	1%	
AGRICULTURE / STOCKBREEDING / FISHING	1%	
MEDIA	1%	
SALES	1%	
ENVIRONMENT	1%	
NGOS AND SOCIAL SERVICES	1%	
ENGINEERING	1%	
BIOTECHNOLOGY	1%	
PUBLIC ADMINISTRATION	1%	
CONSTRUCTION	1%	
INDUSTRIAL	1%	
IMPORT / EXPORT	1%	

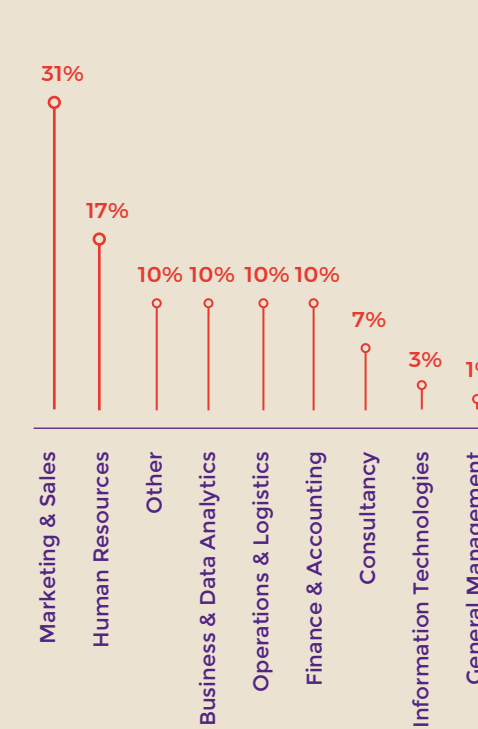
PERCENTAGE OF STUDENTS HIRED AFTER FINISHING THEIR INTERNSHIP



DISTRIBUTION OF FINANCIAL SUPPORT

0 - 200 €	4%
201 - 400 €	14%
401 - 600 €	22%
601 - 800 €	17%
801 - 1000 €	37%
MORE THAN 1,000€	6%

AREA / FUNCTION



FINANCIAL SUPPORT FOR INTERNSHIPS



Percentage of Students on Internships by Programme

Business Management		83%	Talent & Leadership Management		98%
Master's in International Business		85%	Master's in Human Resource & Talent Development		97%
Máster en Negocios Internacionales		81%	Máster en Recursos Humanos y Desarrollo de Talento		98%
Marketing & Digital Transformation		88%	Finance Management		81%
Máster en Marketing Digital & e-Commerce		90%	Máster en Finanzas		83%
Master's in Digital Marketing		91%	Master's in Finance		81%
Máster en Marketing y Gestión Comercial		91%	Máster en Bolsa y Mercados Financieros		80%
Master's in Marketing and Sales Management		85%	Máster en Análisis Económico del Derecho		80%
Máster en Comunicación Corporativa & Digital		90%			
Máster en Patrocinio, Organización de Eventos y Protocolo		99%			
Master's in Customer Experience & Innovation		80%			
Máster en Psicología y Comportamiento del Consumidor		79%			
Project Management		87%	Tech & Data Management		79%
Máster en Project Management		96%	Máster en Big Data		86%
Master's in Project Management		79%	Master's in Big Data		82%
			Máster en Emprendimiento e Innovación		70%
Supply Chain Management		85%			
Máster en Supply Chain Management & Logistics		88%			
Master's in Supply Chain Management & Logistics		82%			

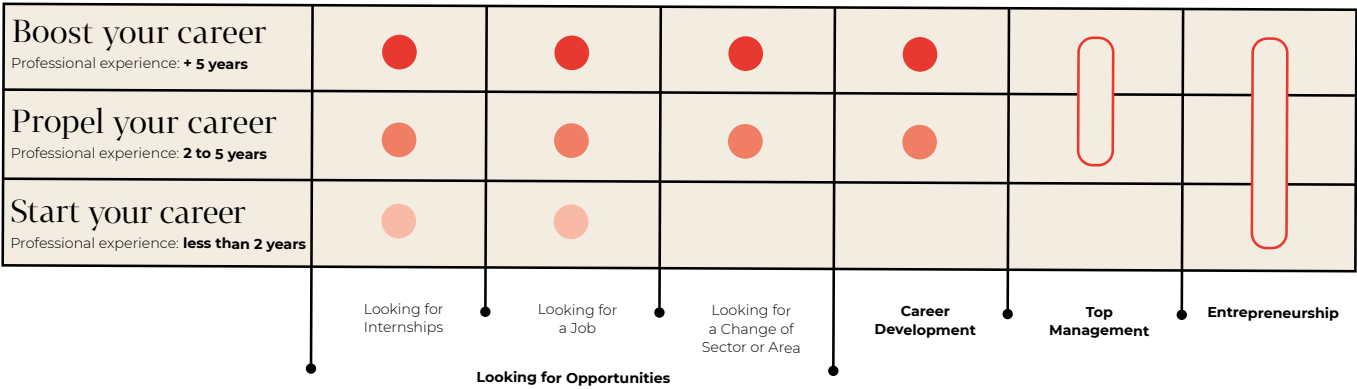
# Enhancing Talent

The best way to think about talent is by giving it a boost

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:



## BLANCA CRUSELLAS CASANUEVA

MASTER'S IN DIGITAL MARKETING & E-COMMERCE  
MARKETING INTERN AT FRIESLANDCAMPINA



“EAE has helped me diversify my work opportunities and focus on what I like the most. Thanks to my *Professional Careers* advisor, I was able to access the sector I wanted and to become part of a great company.”

**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

## CAROLINA CUENCA

MASTER IN HUMAN RESOURCES AND TALENT DEVELOPMENT

TRAINEE AT ALDI

“I felt I was getting advice from professionals but also from people. Thanks to EAE, I now have a better understanding of my abilities and of how to focus them on the market. I’ve gained an up-to-date theoretical framework thanks to a very specialised faculty.”



### 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 Students Are the Source of Much Talk

This is what companies that have taken in EAE students have to say

## JUDIT AYALA

PEOPLE SPECIALIST  
HR / KUBBO

“At Kubbo, we’ve been looking for a profile to join our operations team. We were looking for an intern who could complement studies with work and be able to apply all the knowledge being acquired. We published the offer through a very intuitive and easy to use portal. Also, EAE assigned us with an advisor from career services who gave us support throughout the whole process, forwarding us candidates that could fill the position and who were already interested in our company, and following up on every candidate we had selected. We finally found our candidate! A great professional who got invested in the project from day one. After a few months, and having seen her talent, we decided to make her an offer for her to get on board as a full-time Kubbo employee. We were very happy with EAE students’ potential.”

## ANA PINILLOS MANGADO

TALENT ACQUISITION LEAD GTM AND SUPPORT FUNCTIONS  
SPAIN

“All throughout 2021, we had the chance to work with several students from EAE Business School — students who have done their internships for the professional development in corporate communication at Sage (a British company, world leader in tech solutions for companies). Besides them all being great professionals with a big thirst for knowledge who are always lively and ready to get things done, they stood out for their charisma, personality and positive attitude when it came to facing challenges. All of them were great colleagues and collaborators. The Professional Careers service has been, at all times, nothing but agile and efficient. They made the whole administrative management of the internship process very easy.”

## CELESTE MINETTO

OFFICE MANAGER/HR ASSISTANT  
MONDIA MEDIA

“At Mondia Media we had been looking for a profile to join our content team. EAE has always been very proactive in presenting us with options. That’s why, when we started looking for candidates, we didn’t hesitate about whose door to knock first. Working with them is an absolute pleasure — they take care of their students and they presented us with the right candidates, making the whole process more agile and making it flow naturally. The students they selected were excellent. The hard part was choosing, because we only had a limited amount of open positions and they were all outstanding candidates.

Since I’ve been working in Mondia, we’ve had the pleasure of working with two EAE interns and we’re deeply grateful for the freshness and joy they brought to our day to day. As for us, we hope we can present them with challenges that can match their quality. It would be flattering to know we served as a platform for their creativity and talent. We plan on keeping up our commitment to boosting human capacities with collaborators like EAE and its students.”

## ANDREA PAZ

EARLY TALENT ACQUISITION PARTNER  
JOHNSON & JOHNSON

“We have been collaborating with EAE for many years in the talent selection processes in our company. Since we started, they have helped us identify profiles with the potential to develop inside the company, which has favoured the affinity students have with the formative project and, thus, with their development during the internship experience. EAE is an excellent source of talent.”

## NATALIA GARCÍA

HR GENERALIST / RECRUITER  
OGILVY

“Our business group is very satisfied with the incorporation of EAE Business School interns. They have always had the students’ interest in mind and have always worried about their professional development. I must add that there’s great value in the variety of profiles that they offer and their performance during the internship period.”





# 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 29 have participated in the SemiDemos – events for the selection of the projects that will participate in the incubation programme, EAE LAB Propeller.

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. In 2021, the topic was “The Challenges of Working from Home”, and 8 innovative entrepreneurship projects were developed.

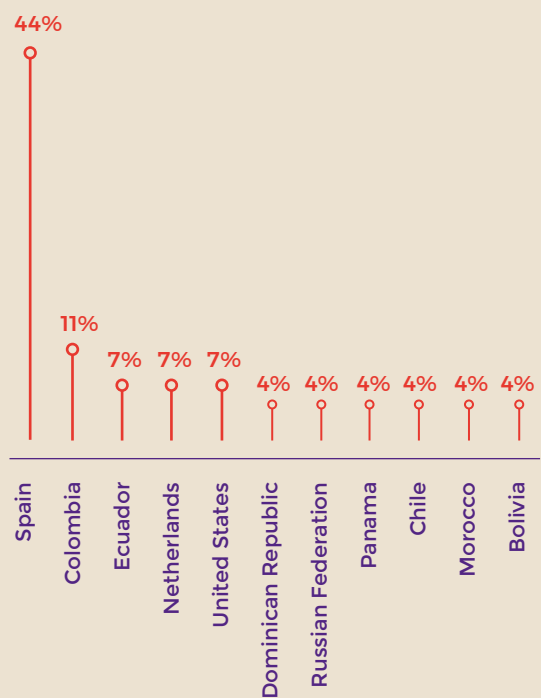
During the course of 2021, 154 projects have come through EAE Entrepreneur and 9% of our entrepreneur students have launched their market initiatives.

#### STUDENTS REGISTERED ON EAE ENTREPRENEUR, 2019-2021

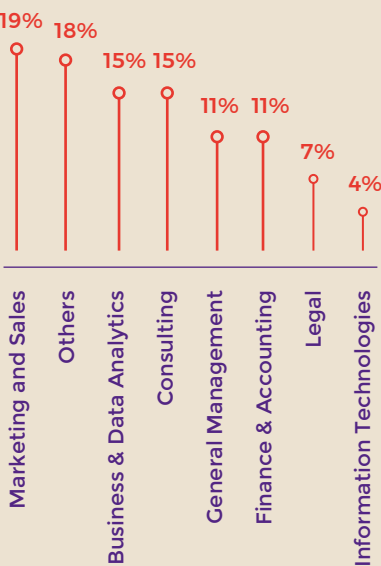
OCTOBER 2019	311
APRIL 2020	258
OCTOBER 2020	307
APRIL 2021	468
OCTOBER 2021	522

## The Entrepreneur Profile

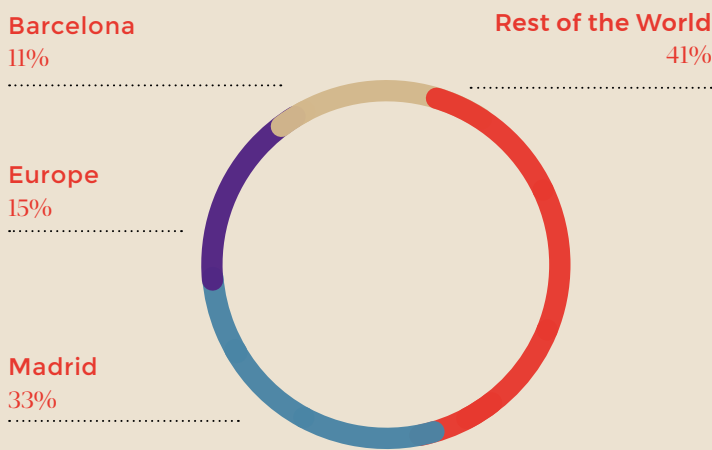
### COUNTRY OF RESIDENCE



### FUNCTIONAL AREA OF WORK



### WORK LOCATION



### SECTOR OF THE COMPANY

ADVERTISING / MARKETING / PR	15%
CONSULTING / ADVISORY / AUDITING	15%
E-COMMERCE	11%
IT / TECH	11%
BANKING / FINANCE	7%
EDUCATION / PROFESSIONAL STUDIES	5%
HEALTH SERVICES	4%
INDUSTRIAL	4%
OTHERS	4%
CONSTRUCTION	4%
NGOS AND SOCIAL SERVICES	4%
HEALTHCARE	4%
REAL ESTATE / PROPERTIES	4%
INSURANCE / PENSION	4%
MISCELLANEOUS SERVICES	4%



# 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.

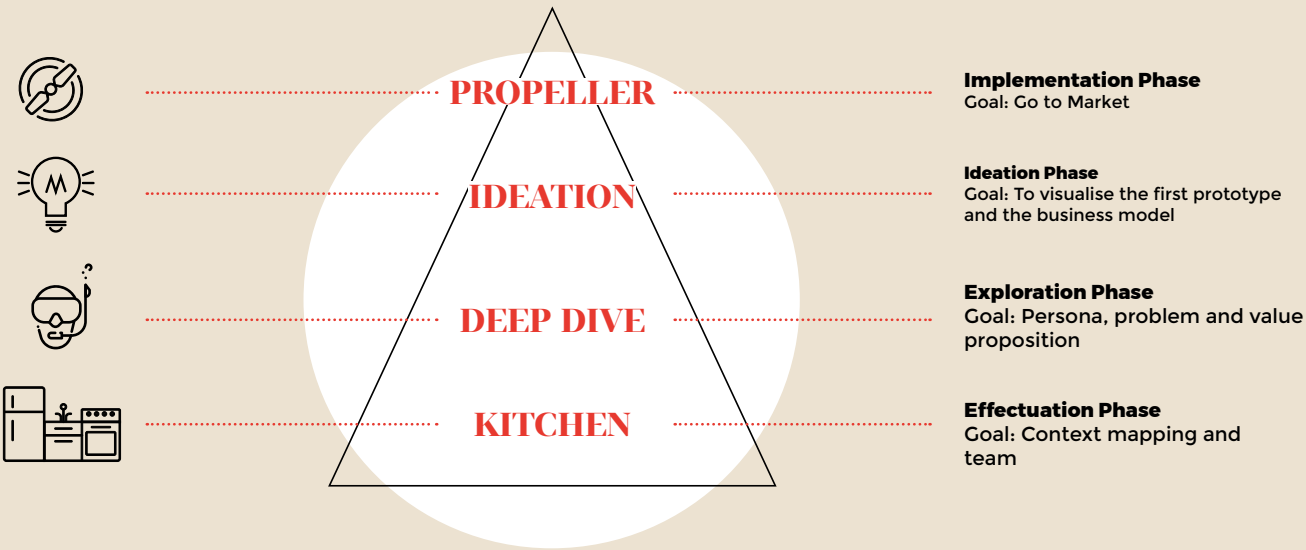
There are 4 profiles:

**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.

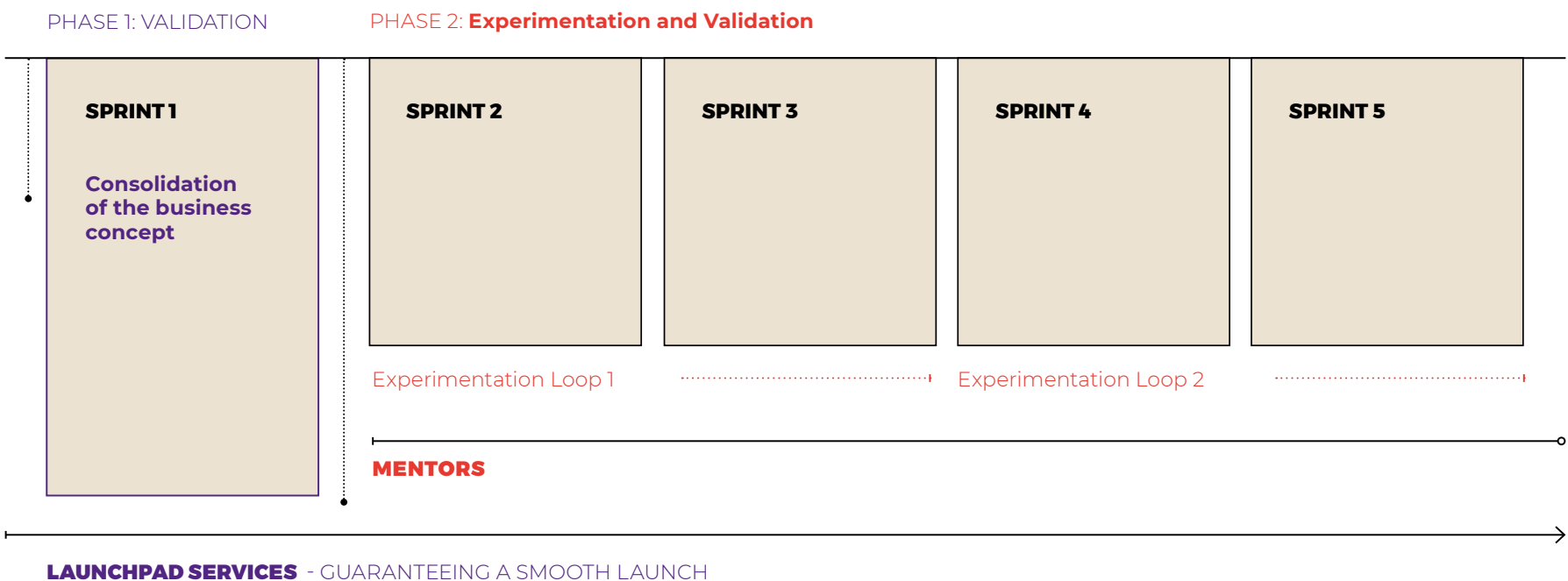
Only the best projects manage to get to the last phase and enter EAE Propeller's incubator for three months.





# 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

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



**ANTONIO RODAS  
PINILLA**

MASTER IN FINANCE

CO-FOUNDER AND CEO OF MADDI LEGAL

“I chose to study at EAE because of its entrepreneurship programme and it was, without a doubt, the best decision I could have made. I got here with one goal in mind: creating my own company... and the team at EAE Entrepreneur has provided me with all the tools for me to reach that goal.”

**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



# 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.

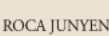
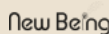
The four projects were developed by our students and lawyers from the firm. They presented their propositions to the firm's innovation committee, taking into account the challenges on internationalisation and the United Nations' SDGs that the firm must adhere to.

### 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.



## CAROLINE SCHOBER

MASTER IN INTERNATIONAL BUSINESS - OCT 2020

CO-FOUNDER AND CEO OF NEWORN

“The EAE Entrepreneur experience was amazing. It gave me the confidence I needed in order to start my own business, it taught me the fundamentals of entrepreneurship and it gave me a series of skills that, not only I can use in my own business, but that also help me in the world of business. The hardest part is the beginning, that first step. But the amazing team at EAE Entrepreneur makes it seem light and fun all throughout the way. I recommend this master’s to everyone who is or wants to be more creative, who’s thirsty for life and feels curious to gain a practical vision of the world of business.”

### 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.

In 2021 we launched an alumni start-up accelerator. The project seeks to build a great business ecosystem in Spain and Colombia, capable of attracting and developing talent.

EIN, start-up accelerator, and Angels, come together under one same space. Their location at EAE’s Barcelona and Madrid campus —and soon in Bogota— allows students and the whole ecosystem to have a unique initiative that encompasses all the phases of the launching of a company.

Start-ups of the EAE accelerator have raised 3,887,000€ in funding.



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