



Conference Headline Sponsor



2015 MBA CSEA

EUROPEAN CONFERENCE

April 14 – 16, 2015 | Madrid, Spain

Dealing with change

MBA landscape, recruiting and employability



**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

WELCOME

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It is my pleasure to join the MBA CSEA Board of Directors and 2015 European Conference Planning Committee to welcome you to Madrid Spain and to MBA CSEA's 8th Annual European Conference. Last year's outstanding event in Paris—which saw record attendance for an MBA CSEA European Conference—was a resounding success, and it's very exciting to see it followed by the excellent agenda this year's committee has put together.

Dealing with change: MBA landscape, recruiting and employability is the theme of this year's conference. It is particularly timely as our global economy continues to wrestle with uncertainty and challenges in the Euro Zone and around the globe. I hope this conference provides you with an opportunity to share with your employer and career services colleagues, both old and new, the ways you and your organization deal with change—internal and external. Two significant benefits of these gatherings are realizing others face the same challenges we face and learning new approaches from each other.

I would like to offer my thanks to this year's dedicated conference committee for their hard work and long hours—especially to co-chairs Catherine Chassanite, International Career Development Consultant, Audencia Nantes School of Management, and Marcel Kalis, Head of Career Services, European School of Management and Technology for their steadfast leadership.

Enjoy the conference!

Damian Zikakis, MBA CSEA President



A WELCOME FROM THE CO-CHAIRS

Bienvenido de nuevo en España!

The very first European conference of the MBA Career Services Council (now MBA CSEA) was held in Barcelona in 2008. Now, seven years later, we are back in Spain. This year, the MBA CSEA European Conference has adapted to its success over the years. For the first time, the annual event is taking place in a hotel instead of a school due to the increasing number of delegates. Muchas gracias to all of you for attending! Many more changes have taken place since our first conference. We are dealing with a new generation of students, and both employers and career services professionals are doing their utmost to understand changes in perspectives, profiles and expectations. This fact brings us to this year's conference motto: Dealing With Change: MBA Landscape, Recruiting and Employability. We are delighted to have Elisabeth Kelan, Chaired Professor of Leadership at Cranfield University as our keynote speaker. She will provide us with insight about "millennials" who are redefining employability and pose serious questions about traditional talent management, leadership development and career planning.



Rebecca Estrada from GMAC will speak about trends in recruitment strategies for MBA students.

Pascale Marcou Benkemoun will present a Catalyst study: Why MBA women's' careers are still less rewarding than men's in knowledge and tech intensive companies. Of course, you will also meet many company and NGO representatives, angel investors/entrepreneurs, and as well as our loyal sponsors. Both of us have enjoyed working with the conference committees very much and we wish to thank them all for their efforts, commitment and professionalism, especially at a time when we all juggle multiple priorities and deal with the usual pressure that comes with the job. We wish you all a pleasant and unforgettable conference and hope that you make the most of it and also have fun while networking and learning.

Catherine Chassanite & Marcel Kalis, Conference Co-Chairs

WELCOME TO THE 2015 MBA CSEA EUROPEAN CONFERENCE!



We are excited to be back in Spain to once again deliver superb programming, inspiring speakers and of course lots of great networking for our conference delegates. Our previous European Conferences have been the highlight of the year for many of our members, and this year's event will prove no different.

Our conference speakers are prepared to enlighten and inspire you with topics relevant to today's European marketplace. As you participate in this conference, I hope you will have the opportunity to meet new people as well as connect with those you already know, to develop new ideas that you can immediately implement in your workplace.

The success of MBA CSEA as an organization and this conference depends heavily on the dedication and enthusiasm of our strong team of volunteers. I join Damian and the Board in their sincere appreciation to the conference committee, and especially our leaders, Catherine and Marcel, for their hard work. As you enjoy the programming and networking over the next few days, please be sure to take time out to thank our conference committee members, without whom we wouldn't be here enjoying this wonderful event.

Megan Hendricks, Executive Director, MBA CSEA

KEYNOTE SPEAKERS

PROFESSOR ELISABETH KELAN



Elisabeth Kelan, PhD, is a Chaired Professor of Leadership at Cranfield School of Management. Her research focuses on women and leadership, generations in organizations, leadership and diversity and inclusion. She has published two books (*Rising Stars—Developing Millennial Women as Leaders* and *Performing Gender*, both with Palgrave) and numerous peer-reviewed articles in academic journals. She is an associate editor of the journal *Gender, Work and Organization* and is on the editorial board of the *British Journal of Management*. The Times featured her as one of the management thinkers to watch, and her research is regularly reported in the media. She sits on the advisory boards of the Women's Empowerment Principles, a partnership initiative of UN Women and the UN Global Compact, as well as the National Society of High School Scholars Foundation. She has provided thought-leadership to businesses and international organizations. Elisabeth Kelan worked at King's College London, London Business School, the London School of Economics and Political Science and Zurich University. She holds a PhD from the London School of Economics and Political Science.

REBECCA ESTRADA



Rebecca Estrada-Worthington is a survey research manager for the Graduate Management Admission Council, the worldwide association of leading business schools that administers the Graduate Management Admission Test®. She is responsible for managing several of GMAC's large-scale annual surveys, including the Corporate Recruiters Survey, and Year-End Poll of Employers. With more than 16 years in the research industry, Ms. Estrada-Worthington has a wide background in collecting, analyzing and presenting data in an understandable and applicable way. Before joining GMAC in 2011, Ms. Estrada-Worthington worked at Westat, an employee-owned research corporation where she worked as a research associate and analyst for large-scale education related studies, including the US National Assessment of Education Progress and the National Assessment of Adult Literacy. Ms. Estrada-Worthington holds a master's degree in Survey Methodology from the University of Maryland, College Park, and a bachelor's degree from Brigham Young University.

PASCALE MARCOU BENKEMOUN



Pascale Marcou is a consultant in Human Resources specialising in gender diversity and team coaching. She is an Economist with University Education in France (DEA) and the US (MBA). Based in Spain but native French, she is currently Catalyst Europe Ambassador for the Latin Region and Director of Sewa Beats Iberia, a leading international corporate rhythm consultancy. Pascale has more than 15 years' experience at executive positions in Corporate Sales and Management, including 7 years in the France Telecom group and more than 8 years working for American companies in the High Tech sector. She is also a keynote speaker at conferences and round tables on gender diversity issues and has participated at the French Senate in an expert commission for the recent quotas law.



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PROGRAMME

13 APRIL

PRE-CONFERENCE EVENTS

16:00–18:00

Conference Check-in

17:30–18:00

**Presentation for New Members
(all are welcome)**

MBA CSEA Executive Director and Board Members

Are you new to MBA CSEA? Do you want to get more involved in the organization? Attend this session to learn more about the organization's mission, committees and ways you can take advantage of your membership benefits.

John Pawson

18:00–19:30

**Drinks and hors d'oeuvres reception
Skynight, top floor**

20:00

Dining on your own

14 APRIL

DAY 1 – UNDERSTANDING

THE CURRENT LANDSCAPE

9:00–9:30

**Conference Check-in and
Welcome Coffee**

John Pawson

9:30–10:00

Welcome by MBA CSEA

Executive Director Megan Hendricks

**Welcome by Conference Chairs and
Agenda for the Day**

*Catherine Chassanite, International Career
Development Consultant,*

Audencia Nantes School of Management

Marcel Kalis, Head of Career Services, ESMT

John Pawson

10:00–11:00

**Looking Beyond the Myths – Millennial
Employability and Leadership**

Elisabeth Kelan,

*Chaired Professor of Leadership,
Cranfield University*

Senior leaders, HR professionals and the media are mesmerized by claims that the Millennial generation is going to have 15-20 jobs and several careers during their lifetime. Millennials are redefining employability and pose serious questions about traditional talent management, leadership development and career planning. Professor Kelan will look behind the popular perception of Millennials by discussing the research evidence on this generation. She will compare them to other groups and highlight how they can be developed as leaders and which role the MBA might play in that.

John Pawson

11:00–11:30

**Networking Coffee and
15-Minute Vendor Presentations**

Going Global and Prohire.me

Exhibitor area, John Pawson



**MBA Career Services
& Employer Alliance**

Setting the Standard. Connecting the Industry.

MBA CSEA MISSION & VISION

Founded in 1994, the MBA Career Services & Employer Alliance is the premier provider of education, information and expertise for the support and development of individuals in the MBA career management and employment professions. Our vision is to be the foremost resource and expert in global MBA career services and global MBA employment.

11:30 – 12:45 **Emerging careers that increasingly attract MBA students: Entrepreneurship, Big Data, NGO, Corporate Entrepreneurship**

Panelists:

Matthieu Heusch, CEO & Co-Founder of Heyplease and Pitstapp

Xavier Orensanz Cruz, Senior Consultant, Corporate Development Program, Liberty Seguros

Markus Dolder, Head of HR Promotion at the International Committee of the Red Cross

Javier Del Rio Sastre, Commercial Customer & Solutions Director, J&J Medical Iberia

Entrepreneurs, managers and career professionals will talk about emerging career fields through their personal experience: why are they relevant, what skills and drivers they require and why MBA candidates are increasingly attracted to them.

John Pawson

12:45 – 13:15 **15-Minute Vendor Presentations**

Evisors and Vmock

Exhibitor area, John Pawson

13:15 – 14:30 **Networking Lunch**
MAD Restaurant

14:30 – 15:15 **Parallel Breakout Sessions – Round 1**

Dig deeper into each career path, explore the implications for schools and career professionals in terms of student advising and preparation, and share meaningful experiences with the group.

Session 1 – Entrepreneurship

Jane Khedair, Entrepreneurship Career Services, London Business School

Magia

Session 2 – Big Data

Xavier Orensanz Cruz, Senior Consultant, Corporate Development Program, Liberty Seguros

Ann Hargraves, Director of Graduate Campus Recruiting – Liberty Mutual Insurance

Fuerza

Session 3 – NGO – *Markus Dolder, Head of HR Promotion at the International Committee of the Red Cross*

Shuo Xing, Associate Director, Career Management Center, IE Business School

Suerte

Session 4 – Corporate Entrepreneurship

Blair Beavis, EMEA Regional University Recruitment Manager Talent Acquisition Johnson & Johnson EMEA

Javier Del Rio Sastre, Commercial Customer & Solutions Director, J&J Medical Iberia

Energia

15:30 – 16:15 **Parallel Breakout Sessions – Round 2**

Repeat of the sessions from Round 1.

Session titles and rooms are the same as Round 1.

16:15 – 16:40 **Networking Coffee**

Exhibitor area, John Pawson



PROGRAMME

14 APRIL

DAY 1 – UNDERSTANDING THE CURRENT LANDSCAPE

16:40 – 17:30 **Women and MBA Careers in Knowledge Intensive Companies**

*Pascale Marcou Benkemoun,
Catalyst Europe Ambassador*

Catalyst has been conducting a long-term study tracking more than 6000 MBA grads from 26 top business schools in the US, Canada, Europe and Asia to compare women and men's career activities over time. The study followed them as they progressed across levels, companies, countries and industries (most recently in the high tech sector). Pascale will share highlights on a growing gender gap over time, identifying barriers to women advancement, as well as busting myths and recommending strategies for organizations to attract, retain and promote high potentials in their pipeline.

John Pawson

17:30 **Closing remarks by Conference Chairs**

Catherine Chassanite, Marcel Kalis

John Pawson

18:00 **Dinning on your own**



15 APRIL

DAY 2 – INNOVATION AND CHANGE IN TALENT MANAGEMENT AND RECRUITMENT

9:30 – 9:45 **Welcome by Conference Chairs and Agenda for the Day**

Catherine Chassanite, International Career Development Consultant, Audencia Nantes School of Management

Marcel Kalis, Head of Career Services, ESMT
John Pawson

9:45 – 10:45 **Europe's Talent Pipeline: Trends in Recruitment Strategies for MBA Students**

Rebecca Estrada, Survey Research Manager, Graduate Management Admission Council

Explore hiring trends, employer recruitment practices and tips for preparing today's students for the European job market.

Learn about skills employers are seeking in Europe and elsewhere, as well as students' successful job search methods and recruiter activities. Gain a preview of your future students: an overview of what shifts GMAC observes in the profiles and career preparation of business school candidates, as well as desires and hesitations of incoming students.

John Pawson

10:45 – 11:10 **Networking Coffee and 15-Minute Vendor Presentations**

MBA-Exchange

Exhibitor area, John Pawson

11:10 – 12:15 **Differing corporate cultures and innovative recruiting strategies: What really works in attracting a new generation of talent**

Employer Panel

Laszlo Avramov, Recruiting Consultant, Deutsche Bank, London

Nicolas Buteau, Head of Recruiting EMEA, Uber Technologies

Diego Nunez, Manager, Piece of Pie, Madrid

Susana Perez de Vries, Head of Recruiting, Training and Development, Ernst & Young, MED Region

A group of employers explore differences in their corporate cultures and discuss how they are shaping their recruiting strategies to attract a new generation of employees.

The panel will discuss the most innovative approaches vs time tested methodologies, what they find successful and how students should prepare.

John Pawson

12:15 – 12:45 **15-Minute Vendor Presentations**

GMAC and Promeo

Exhibitor area, John Pawson

12:15 – 13:00 **Employers Only Session**

Employers will be able to join their own experience sharing and discussion session about issues unique to graduate business recruiting.

Alegria

12:45 – 14:00 **Networking Lunch**

MAD Restaurant

14:00 – 15:15 **Parallel Breakout Sessions – Round 1**

Seasoned career professionals from leading schools share their experiences on the latest topics, present their business cases and facilitate discussion among attendees.

14:00 – 15:15 **Innovative Ways to Build and Enhance Employer Branding on Campus**

Derek Walker, Director of Careers

Saïd Business School, University of Oxford

Jean Gekler, Senior Associate Director MBA Career Management,

Michael G. Foster School of Business

Whether an employer is new to campus or continuing to build a relationship with a school, it is vitally important to develop a strong and meaningful brand with MBA students. This session will explore ideas for career centers and employers working together to bring the company's brand to life, ensuring a successful recruiting effort. These interactions can help employers

educate students about their business, establish their brand on campus, initiate the recruiting process and/or provide learning opportunities for students during their MBA programs. We will explore these ideas through mini case studies from employers, followed by small group interactions to share other ideas and best practices.

Magia

14:00 – 15:15 **Video Interviews: Why they work, how recruiters use them, how students and Careers should prepare**

Fiona McNamara, MBA Career Adviser,

University of Liverpool Management School

Rae Ranasinghe, Resourcing Manager,

Tesco Bank

Recruiting practices are becoming more sophisticated and increasingly harnessing the use of technology. As video Interviews are replacing skype and telephone screening, students should learn how to perform at their best, and Career professionals should learn how to advise students appropriately. The session will present two case studies: the first one gives an insight into how recruiters are using video interviewing software, what they expect from candidates and tips for success. The second one will focus on how Career services can use the same technology as a low cost and time-saving resource to improve students' interviewing skills and quickly identify candidates who are in need of greater support.

Fuerza



PROGRAMME

15 APRIL

DAY 2 – INNOVATION AND CHANGE IN
TALENT MANAGEMENT AND RECRUITMENT

14:00–15:15 **How to offer the best value proposition towards your students, alumni and corporate relations**

Joep Elemans, Director Career Development Centre, Corporate Relations, Alumni Relations and Events, RSM Erasmus University

Should you offer a larger pool of students towards your corporate relations efforts? Should you mix MSc and MBA alumni? Should MBA Schools work together? RSM believes in combining, merging and co-operating, both within the business school as well as with other schools. Join the discussion on the pros and cons of this approach and if this can be the way forward for most of us.

Suerte

14:00–15:15 **Transforming your Career Service into a Profit Center**

Amber Wigmore, Executive Director of Career Services, IE Business Schools

William Davila, CCO Study Portals

Are you tired of your Career Center being seen by key stakeholders only as a cost center? Can you evaluate and measure the impact of effective careers services in student recruitment? Join the discussion on the benefits of defining and implementing kpis, tracking key data and training your team members as sales professionals. Take home effective, practical tips to increase your effectiveness and positively impact your school's positioning or ranking.

Energia

15:15–15:45 **Networking Coffee and 15-Minute Vendor Presentations**

QS Global Workplace and Symplicity Exhibitor area, John Pawson

15:45–17:00 **Parallel Breakout Sessions – Round 2**

Repeat of the sessions from Round 1. Session titles and rooms are the same as Round 1.

17:00–17:15 **Closing Remarks by Conference Chairs**

*Catherine Chassanite, Marcel Kalis
John Pawson*

19:00

Buses depart to Gala event from hotel lobby

Reminder: Cocktail attire; jacket and tie required for gentlemen.

Meet in hotel lobby

19:30–20:15

Casino de Madrid: Cocktail

Casino de Madrid was founded in 1836 by a group of young romantics and progressive liberals in search of a place to meet up away from the frenetic world of politics. The importance and quality of the artistic heritage of the Casino is undeniable – paintings, sculptures, and other details such as the Maumejeán stained glass, lamps of carved crystals, and a valuable collection of clocks, make the Casino a luxury setting for precious works of art. It is due to all these reasons that it was officially declared a building of Natural Cultural Interest by Royal Decree 92/1993.

Ground Floor – La Glorieta

20:15–22:15

**Casino de Madrid: Dinner
First Floor – Salón Alcalá**

22:15–00:15

Casino de Madrid: Flamenco Show and Dancing

This show will consist of a group of flamenco singers made up of 2 guitarists, 2 singers, and 2 dancers that will offer you two flamenco sessions of 40 minutes with a 15 minute break in between the two. After the show, delegates will have the opportunity to dance with drinks and a DJ.

Ground Floor – Sala Valdavia

23:00

First trip back to the hotel by bus

23:30

Second trip back to the hotel by bus

0:30

Last trip back to the hotel by bus



16 APRIL

**DAY 3 – DEALING WITH CHANGE –
PRACTICE SESSIONS**

8:30 – 9:30

Standards 101

Derek Walker, Director of Careers, Saïd Business School, University of Oxford
The MBA CSEA Standards for reporting MBA Employment Statistics allow business schools globally to present employment data in a consistent way for use by prospective students, peer schools and the media. The Standards provide guidelines for the collection, management and distribution of the employment data. This session will provide an overview of the standards as well as information on how to apply them to your student employment data collection and management process. We will also explain the Agreed Upon Procedures (AUP) review process and examine how this might be applied in an international context.

John Pawson

9:30 – 10:45

**Parallel Breakout Sessions – Round 1
Project Firefly – A merit-based approach to make talented candidates visible**

David Garraty, co-founder
Project Firefly is an innovative merit-based approach to discover global talent on the premise that students should be able to showcase their skills irrespective of which university in which they study. It employs an Academic Review Board of professors who look to validate student submissions on a double blind basis, publishing the best pieces on a site that attracts thousands of views per month.

Fuerza

9:30 – 10:45

Online marketing tools recruiters rely on

Caroline Slomski, Employment Brand Manager, Liberty Mutual Insurance
An Employment Branding manager and digital marketing professional unveils how she applies consumer marketing tools and trends to talent acquisition. Learn how she engages prospective employees through these tools while improving application volume, reducing hiring costs, and improving the perception of the company as an employer.

Suerte

9:30 – 10:45

Transforming stress into resilience to perform at your peak

Colin Hudson, Director of Career Development, School of Management Cranfield University

Learn a tried and tested technique for managing the links between your physical and mental reactions to pressure, challenge and stress, thus improving your ability to make better decisions and perform even in the most pressured environments. The techniques are supported by significant scientific research and evidence and can be trained, practiced and tracked using bio feedback technology. This session will explain the science and demonstrate to Career Service professionals and industry practitioners a how to be their best self in every situation.

Energia

10:45 – 11:15

**Networking Coffee
Exhibitor area, John Pawson**

11:15 – 12:30

**Parallel Breakout Sessions – Round 2
Repeat of the sessions from Round 1. Session titles and rooms are the same as Round 1.**

12:30 – 12:45

**Wrap up and Close
Conference Chairs
John Pawson**



ENJOYING MADRID

As Spain's capital city, Madrid offers the very best in entertainment and nightlife, along with an energy and capacity for fun that is hard to beat. Madrid's nightlife is legendary and has something for everyone, from the fashionable rooftop bars to the mega-clubs that stay open until dawn. Madrid is also at the epicenter of the recent Spanish dining revolution, and is therefore the perfect place to sample both modern and traditional cuisine.

RECOMMENDED DINING

Casa Lucio

Calle Cava Baja, 35 913 653 252

El Botín

Calle Cuchilleros, 17 913 664 217

Capilla de la Bolsa

Calle de la Bolsa, 12 915 218 623

La Daniela Medinaceli

Plaza de Jesús, 7 913 896 238

Mercado San Miguel

Plaza de San Miguel, next to Calle Mayor, 51

La Platea

Calle Unión, 5 915 472 500

If you want to enjoy the typical Spanish "tapas", you can visit: **La Latina** neighborhood (metro: La Latina) where you can visit the Cava Baja Street or Plaza Santa Ana (metro: Sevilla) and Huertas Street.

You may also try the traditional churros with hot chocolate in:

San Gines

Pasadizo San Gines, 5 913 656 546

DOWNTOWN MADRID

In Spain all roads lead not to Rome, but to Madrid. Strategically located in the center of the country, "Sol" is the starting point of all the main highways and high speed train lines which connect it to all major Spanish cities. From this metro stop in the center of Madrid there are many places you might like to visit during your stay, here are some:

1. Royal Palace
2. La Almudena Cathedral
3. Plaza del Callao
4. Opera House
5. Calle Preciados (ideal for shopping)
6. Monasterio de las Descalzas Reales
7. Puerta del Sol
8. Plaza Mayor



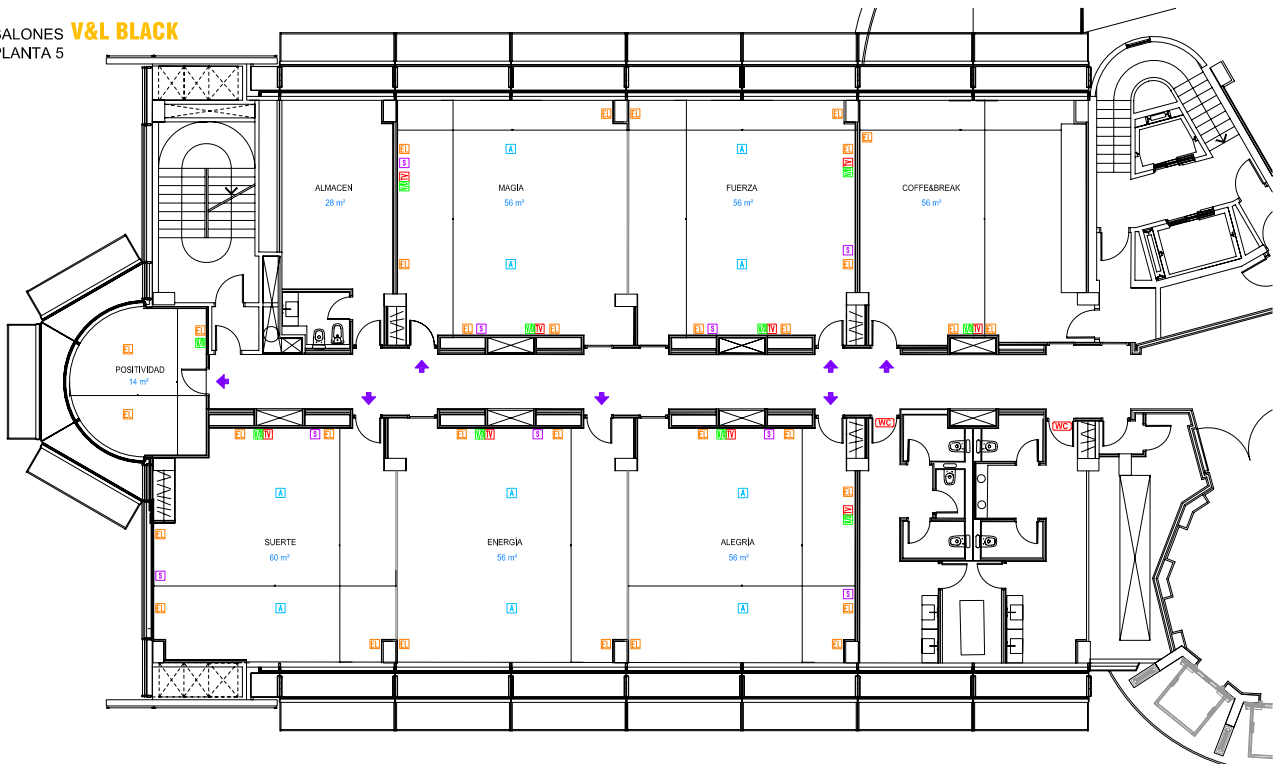
ART & CULTURE

From the historical Plaza Mayor to the unique Prado Museum, Madrid is a city brimming with culture. The masterpieces of some of the world's most respected artists, including Goya, Velázquez and Picasso are housed in the city's world famous "Big Three" art museums—Museo del Prado, Museo de Reina Sofia, and Museo Thyssen. It's not just the art that is breathtaking—the many royal and historic monuments along with many buildings, spanning centuries of Spanish architecture, contribute to making Madrid one of the most beautiful capitals in Europe. But there is more to Madrid than just art and beautiful buildings. Music and dance can be found in every corner of the city, with big name performers, Broadway theater shows and classical ballet adding to the buzzing local art and cultural scene.



HOTEL FLOOR PLAN

SALONES **V&L BLACK**
PLANTA 5



- A** ARQUETA CON TOMA DE CORRIENTE, VOZ Y DATOS
PIT WITH ELECTRICAL, VOICE AND DATA OUTLET
- S** TOMA SONIDO
SOUND OUTPUT
- EL** TOMA CORRIENTE DOBLE
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HOTELES SILKEN

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VMOCK

VMock is a SMART Career Preparation and Guidance Platform for students and early career professionals. Leading business schools and universities from around the world use VMock to help students and alumni improve their resume and target specific careers. VMock founders are MBAs from Kellogg School of Management and Chicago Booth.



LIBERTY MUTUAL

Insurance is an exceptionally complex industry that is impacted more than most companies by global economics, technology advancements, and high customer expectations. To be successful, we need people who are problem solvers, analytic thinkers and leaders whose skills best fit our environment. These are the people who will help us develop the solutions needed to meet the challenges posed by the rapid advancement of technology, rising analytic sophistication, and elevated storm activity.



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We're the market leader in recruitment technology, connecting leading employers year-round with students and alumni from the world's top-ranked graduate business schools and professional associations. Our exclusive partnerships, combined with industry-leading recruiting products, make us the #1 choice of companies seeking business leadership talent.



WIFI CODE



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EXHIBITOR PROFILES

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Evisors engages and empowers students and alumni through mentoring. We build and maintain private-labeled Alumni Mentorship Platforms (AMPs) that connect students and alumni seamlessly for mentoring sessions. By unlocking the collective knowledge and goodwill of alumni, we not only engage alumni the way they want to be engaged, we also help improve career outcomes for students and alumni.



GMAC®

GMAC® is a non-profit association of the world's leading business schools and the owner of the GMAT® exam, the most reliable predictor of academic success in graduate management studies. Within its portfolio, GMAC offers two resources specifically for employers and professionals in Career Services: the annual Corporate Recruiters Survey and Reflect®, a soft skills assessment and development tool.



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GoinGlobal is the market leader in supporting the world's leading academic institutions with expert-researched career and employment resources. The constantly updated database includes career guides for 90-plus locations, a proprietary H1B visa search engine, corporate profiles and more than 16 million job and internship listings.

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MBA-Exchange

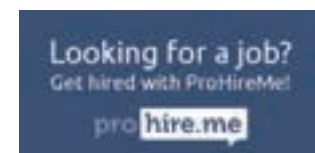
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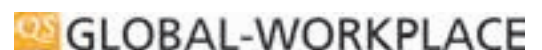
Promeo

We help business students and professionals achieve greater career satisfaction. In particular, we help MBA students get jobs—the right jobs. We help them become a little more self-aware, practice to be themselves, and communicate in a way that truly builds rapport.



QS Global Workplace

QS Global Workplace provides solutions to business schools' career services to enable students to stand out in the international marketplace. Members are able to showcase their skills by creating a dynamic CV, search relevant MBA jobs, internships and development programs, and gain insights into international jobs and salary trends, careers advice and a directory of top MBA employers.



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MEET THE TEAM



Natalia Milani Andreu

*Associate Director Careers Management Center
IE Business School*

Natalia is Associate Director Careers Management Center at IE Business School. Her duties include: Career Advisor for MBA, MIM and Marketing masters and; Recruiter Relations Manager for the FMCG industry, working closely with top companies within the sector to facilitate active recruitment of IE students. Before IE she had experience in FMCG multinational companies in the areas of marketing, trade marketing and sales. Her International experience includes having worked in Latam, the United States, and Europe. Her education includes a BA in Economics and Spanish at Amherst College, Massachusetts, USA. She has an International MBA from IE Business School in Madrid, Spain.



Michele Asbury

*Learning & Development Professional
London Business School*

Michele Asbury is a Learning and Development Professional and accredited Coach. Her career to date has been within the FMCG and Business Education sectors, with experience in Sales and Marketing, HR, Employee Relations, Learning and Development, Project Management and most recently, Career Services. Michele started her career with the Walt Disney Company, moved to Braun for five years and then spent 13 years with Coca-Cola Enterprises. In her current role at London Business School, Michele designs, creates and delivers career skills training, leads the online skills agenda and is an MBA Career Coach.



Ritienne Bajada

*Senior Sector Manager – Energy & Healthcare, Career Services
London Business School*

Ritienne is a Senior Sector Manager within the Career Services team at London Business School. She is responsible for building and developing relationships with employers and supporting students who are looking to secure a job within the Energy and Healthcare sectors. In her previous role as part of the Alumni Career Services team, she supported alumni in their job search. Prior to joining London Business School, Ritienne worked as recruitment consultant covering IT roles within financial institutions. Before that, she was an executive search consultant focusing on sales, trading and structuring roles in investment banking across EMEA. Ritienne completed her MBA at Durham Business School in 2012.



Erwan Barbier

*Corporate Development Manager
HEC Paris*

Erwan earned his MSc in Computer Science Engineering in 2000 and a MBA from HEC Paris in 2009. What shows in his professional path is career switching: from television, to automobile and finally education. Native French, in love with his country and culture, Erwan has always been working internationally... but from Paris! Living fully every minute is what counts for him with colleagues, friends and family. When not at work he spends time doing many diverse activities such as downhill mountain biking, in a sport arena with his daughter, enjoying live music or drawing and painting.



Blair Beavis

*EMEA Regional University
Recruitment Manager
Johnson and Johnson*

Blair graduated from the University of Essex with a degree in American Literature, and spent a year working and studying in Mexico before moving back to London to start her career in recruiting. She has now spent more than 15 years within graduate and MBA recruitment. Following eight years at Morgan Stanley, Blair transitioned to Career Services at London Business School where she was responsible for the inaugural Masters in Management programme. A brief return to financial services took her to BlackRock in London where she was Head of Graduate Recruitment before a change in industry led her to her current position at Johnson & Johnson. Blair now leads MBA recruiting across Consumer, Pharmaceuticals and Medical Devices in EMEA.



Catherine Chassanite

*International Career
Development Consultant
Audencia Nantes School of
Management*

Catherine Chassanite has been involved with the MBA CSEA since 2009 when she attended the Barcelona Conference, shortly after having joined Audencia Nantes School of Management as international careers and corporate relations consultant. Prior to Audencia, Catherine gained experience recruiting in a variety of fields from corporate finance and engineering to supply chain, government affairs, design and sales. She has lived in six different countries and worked for a UN affiliated PPP (Public Private Partnership) and Nike, amongst others. Her hobbies include music, running, (watching) rugby and spending quality time and having fun with her family.



Lucía Crespo de la Cruz

*Senior Associate Director –
Career Management Center
IE Business School*

Lucia is a Career Advisor for MBA and Executive MBA students and IE Alumni. She is a Business Developer and Key Account Manager with a focus on management and technology consulting and telecom industries. Prior to joining the Careers Management Team, Lucia managed different programs at IE, covering a full range of methodologies and students. Before transitioning into the B-School Industry, Lucia was a Financial Planning Manager at Ono, Senior Management Consultant at PwC and Project Manager for mobile services at Vodafone. She has extensive experience in project management, innovation, consulting and people management. She has an MBA and a Master's Degree in Electronic Physics. Lucia is fluent in Spanish and English.



Mark Davies

*Employer Relations Manager
Imperial College Business
School*

Mark joined the Career & Professional Development Service at Imperial College Business School in 2006 as Employer Relations Manager. Previously he worked for 4 years at the Association of Graduate Recruiters (AGR). He graduated from the University of Nottingham in 2001 with BA Hons in Geography. Mark manages a team of five, but also retains a personal focus on the MBA programmes and MSc Finance. Since 2006, he has seen the School grow dramatically, from just over 400 students to 1400. They ran 12 careers events in the first year he joined, nowadays they run 120.



MEET THE TEAM



Joke De Leeuw

*Career Advisor
Vlerick Business School*

Joke De Leeuw is Career Advisor at Vlerick Business School, a fully-accredited international business school ... with a difference. She has an educational background in languages, business communication and teaching. She also has experience with project management as coordinator of HR and General Management programmes and is skilled in employer marketing and networking events. Joke acts as a bridge between companies and graduates to connect professionals from all over the world. She has a genuine passion for people, their motives and job wishes and various career related topics. Her specialties are: CV training, advice on corporate recruitment in business school contexts, career management, networking and training.



Cecilia Frietsch

*Head of Career Services,
Stockholm School of
Economics*

Cecilia Frietsch has been Head of Career Services at Stockholm School of Economics since 2002. As part of the External Relations Team, she works closely with Corporate Partners, Employer Relations and Alumni Relations in order to develop and implement the School's employability strategy for students and graduates. Besides looking after career support, coaching and skills training, Cecilia also takes a keen interest in Employer Branding and Talent Management. A graduate from Stockholm School of Economics, Cecilia worked for 15 years in different sales and marketing positions for a number of large companies, including IKEA. Prior to joining SSE, she was a recruitment consultant for six years.



Ann Hargraves

*Director, Graduate Campus
Recruiting
Liberty Mutual Insurance*

Ann is Director, Graduate Campus Recruiting for Liberty Mutual Insurance, a global Fortune 100 company providing insurance products and services worldwide. Liberty International, a strategic business unit of the organization, comprises country operations in Latin America, Europe and Asia-Pacific, which provide personal and small commercial insurance products. Ann and her team recruit globally for the company's general management, finance, data analytics and HR leadership development programs. Ann has been engaged with MBA CSEA for a number of years including involvement with numerous conferences, committees and Board membership. Prior to joining Liberty Mutual, Ann worked in non-profit and education, both in the student services functions.



Megan Hendricks

*Executive Director,
MBA CSEA*

Megan has been executive director of MBA CSEA since 2010. In that role, she manages daily operations and provides strategic expertise for all programs, events and initiatives. Megan brings to the role a strong passion for the organization and the industry as well as institutional knowledge that spans across all committees, having served as Vice President, Treasurer, Conference Chair and in various committee leadership positions. Megan previously worked as director of employer relations for the University of South Florida College of Business, managing all aspects of the MBA career services office. She possesses a Bachelor of Science from the University of Florida and an MBA from the University of South Florida.



Ewan Henry

*Employer Relations
Consultant
Nottingham University
Business School*

Ewan works for Nottingham University Business School as the Employer Relations Consultant where he focuses on building links between employers and students. Prior to this he spent a number of years in the recruitment industry focusing on the graduate market and it was this experience that drew him into the HE sector. This will be his first MBA CSEA conference and he is looking forward to meeting all the employers, vendors and fellow HE professionals who will be attending. If you want to find him he will probably be hanging around near the food!



Ana Herranz

*Director of Alumni Career
Services
IE Business School*

Ana is responsible for designing and organizing all career-related contents for Alumni to help them map the most appropriate strategy for their career and to equip them with up-to-the-minute techniques for use in selection processes. She is a Career Advisor for Alumni and Executive MBA students leveraging more 20 years of experience in multifunctional positions mainly at DHL, such as Billing Manager, Controller and Business Development Manager. She has a strong academic background holding an Advanced Management Program, Executive Master in Human Resources Management, International MBA and an LL.B. She is currently getting the certification as Executive Coach.



Colin Hudson

*Director of Career
Development,
School of Management
Cranfield University*

Colin is Director of Careers at Cranfield University, and has previously had extensive careers in the European energy industry and as an Executive Coach. Colin's passion is the development of others so that they can reach their full potential and achieve their goals. This extends to life outside work where Colin is a sports coach and involved in the local community. Colin and his wife have two children, aged 20 and 15, and he also finds time to play golf when he is not being a Careers Director, sports coach, or taxi driver!



MEET THE TEAM



Helga Kirchner

*Director of Career Management
ESADE Business School*

Helga Kirchner, is Director of Career Management at ESADE Business School. Her focus is to ensure that all students at each of the Business School programs (MBA, MSc, CEMS & BBA) have access to—and make the best use of—expert advice covering all aspects of job search, including provision of individual coaching and training. Prior to joining ESADE, Helga had several management positions in sales and marketing at Starwood Hotels & Resorts for 10 years. Helga is Austrian and has lived abroad for the last 12 years. She is mum of a 2.5 year old girl and a little baby boy of 5 months of age.



Marcel Kalis

*Head of Career Services
ESMT*

Marcel moved from Rotterdam to Berlin in 2006, the year ESMT started the very first full-time MBA. An empty office, a laptop, a telephone, and a light switch were the starting tools. The team is settled, the school is growing and the programs are settled in the rankings. Marcel moved to Berlin from Rotterdam after working 3.5 years at the Rotterdam School of Management as Corporate Recruitment Manager. Before that he was running a business unit of a large IT services provider and, a temp agency. Marcel likes to travel, to watch movies, parent the guinea pigs, drive his Vespa, and steer his motor boat, Bubbles deVere.



Isabella Pinucci

*Career Service Coordinator
SDA Bocconi School of Business*

Isabella has been leading Career Services at SDA since 2012. Her team's mission is to support MBAs and other Masters' students in creating and executing a successful career plan, to help top recruiters hire the right candidates and to develop the School's reputation as a source of world class talent. She is an experienced HR professional with a long career in global consulting firms, where she helped clients in managing and developing their best talent. She is a strong advocate of employee engagement: finding ways to make the work environment a better place to be gives her joy and a sense of accomplishment.



Mhorag Sharp

*Employer Relations Manager
University of Edinburgh Business School*

Mhorag is the Employer Relations Manager at the University of Edinburgh Business School, working with the MBA and EMBA programmes. Prior to moving into higher education Mhorag worked in the private sector, specialising in executive search and recruitment primarily within the Investment Management and Investment Banking markets. Mhorag is an alumnus of The University of Edinburgh, having studied French and Business Studies (Class of 2006), and also holds a Masters in Global Human Resources and Industrial relations from Leicester University's Centre for Labour Market Studies (part time, distance learning, class of 2012).



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Dee Sheridan

*Head of External Relations,
University of Warwick*

Dee is Head of External Relations at Warwick, with responsibility for managing three core areas of work across the University; Student Internships and Placements, Graduate Recruitment and Warwick Volunteers, in addition to alumni engagement and University Corporate Relations. Currently on secondment from Warwick Business School (returning Sept '15), for 2.5 years Deirdre was employed as Corporate Relations Manager, where she managed relationships with the world's leading companies helping them achieve their recruitment strategies. In another life on the west coast of Ireland, Deirdre spent 12 years working as a career consultant and managing the employer engagement strategy at the National University of Ireland, Galway. Loves to travel, a cat lover and fanatic rugby supporter –hoping Ireland have won the Six Nations by the time this goes to print!



Zwanet van Lubek

*Vice Director
Head of Marketing and Recruiting, Careers and Corporates
University of St. Gallen*

Zwanet van Lubek is Head of Marketing and Recruiting, Careers, Corporates and Alumni (Vice Director) at the MBA-HSG in Switzerland. She formerly held positions at Rabobank, KPMG Consulting and the Information Management Group/S&T. Zwanet has a Master degree in economics. Her professional background is in banking and consulting, where she worked as a project and change manager for several large companies in Europe. She also gained experience both in marketing as well as in recruiting and talent management in the diverse functions. Zwanet is Dutch and speaks fluent English and German. She likes hiking and skiing with family and friends.



Derek Walker

*Director of Careers
Saïd Business School
University of Oxford*

Derek is Director of Careers at Saïd Business School, University of Oxford. He moved to his current position in October 2008 having worked in the recruitment functions of a number of large investment banks in London, including UBS, Lehman Brothers, Merrill Lynch and Barclays Capital. He has also spent three years as a management consultant, working with a range of clients across Europe, including banks, public-sector bodies, manufacturing and retailing organisations.



Fiona Walsh

*Assistant Dean & Director
Sauder School of Business
(UBC)*

Fiona is the Assistant Dean of the UBC Sauder Business Career Centre. She runs a team of 24 people that manage undergraduate and MBA student programming and an Alumni Career Management Program. Prior to joining Sauder, Fiona spent time working in Biotech, Pharma and Consulting, with a special focus on Entrepreneurship and Women in Leadership. Her favourite part of the job is building partnerships with global employers.





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