

tap into



# BABSON COLLEGE TALENT

Undergraduate Class of 2020

**BABSON COLLEGE**



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# 2020: A Year Like No Other

The world needs entrepreneurial leaders now more than ever. As entrepreneurial leaders, Babson graduates are problem-solvers and innovators who see challenges as opportunities, develop scalable solutions to complex global problems, lead with empathy, and create economic and social value everywhere. Babson graduates are uniquely equipped to pivot, problem solve, and lead through this moment.

– President Stephen M. Spinelli Jr. MBA'92, PhD

# Babson College (More Than) Delivers

Our one-of-a-kind **Entrepreneurial Thought & Action® (ET&A™)** methodology—combined with hands-on learning—builds real-world skills aimed at making an impact in organizations of all types and sizes.

Our rigorous curriculum and multitude of experiential opportunities create a unique and highly effective living and learning environment.

## Our proven academic approach



With a goal of preparing students to be career-ready, Babson provides specialized experiential learning and growth opportunities

» **The Arthur M. Blank School for Entrepreneurial Leadership**

Teaching the entire Babson College community to lead change, solve global problems, and create sustainable value across business and society through learning, teaching, research, and engagement in entrepreneurial practice.

» **Foundations of Management and Entrepreneurship (FME)**

An internationally recognized yearlong course where first-year students identify, create, and launch a real business.

» **Management Consulting Field Experience (MCFE)**

Semester-long consulting engagements at companies such as Clarkston Consulting, Puma, the Boston Red Sox, Staples, and Talbots enable students to address a company's business challenge or initiative.

» **Student Government, Activities, and Campus Leadership**

Over 100 student-initiated and -led clubs, including multicultural, athletics, arts, business, and social organizations.

91%

OF BABSON STUDENTS  
had at least one internship  
while at Babson\*

## MARKET EXPECTATIONS ARE HIGH

In today's evolving global economy, college graduates who possess career-readiness skills and competencies are in demand:



**Leadership**



**Teamwork/  
Collaboration**



**Career  
Management**



**Professionalism/  
Work Ethic**



**Oral/Written  
Communications**



**Critical Thinking/  
Problem Solving**



**Global/Intercultural  
Fluency**



**Digital  
Technology**

Babson students enter the workforce empowered to succeed and make an impact from day one.

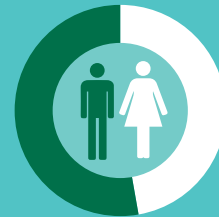
Global thinkers. Team players. Self-aware leaders. Problem solvers.

UNDERGRADUATE STUDENT POPULATION AS OF FALL 2020



**2,446**  
Undergraduate  
Students

**56%**  
Male



**44%**  
Female

**45**  
States  
Represented



**61%**  
of class of 2020 participated in  
Study Abroad

**78**  
Countries Represented



**27%**  
International  
Students



**43,000+** alumni in more than 125 countries

# 2020 Career Outcomes





At Babson, we leverage real-world experiences to provide students with the professional skills and competencies they'll need to make a difference throughout their careers.

**99%**

**Employed or Continuing  
their Education\***



**86%** Employed

**13%** Continuing Education

The result? Analytical, innovative, tech-savvy leaders with design-thinking skills that  
**ADD VALUE TO YOUR ORGANIZATION.**

## Graduates By Industry

<b>Financial Services</b>	<b>26%</b>
<b>Information / Technology / Services</b>	<b>20%</b>
<b>Accounting</b>	<b>7%</b>
<b>Consulting</b>	<b>7%</b>
<b>Retail / Apparel / Fashion</b>	<b>6%</b>
<b>Consumer Products</b>	<b>5%</b>
<b>Engineering / Construction / Manufacturing</b>	<b>4%</b>
<b>Marketing / Advertising / PR</b>	<b>4%</b>
<b>Real Estate</b>	<b>3%</b>
<b>CPG/Food and Beverage</b>	<b>3%</b>
<b>Healthcare / Biotech / Pharma</b>	<b>3%</b>
<b>Sports / Entertainment</b>	<b>3%</b>
<b>Non-profit / Education / Government / Civic &amp; Social Organizations</b>	<b>2%</b>
<b>Additional Industries</b>	<b>≤ 1%</b>

Aerospace / Defense, Agribusiness, Automotive, Hospitality, Legal Services, Logistics & Supply Chain, Media, Staffing / Recruiting, Telecommunications, Utilities / Oil / Energy

## Graduates By Function

<b>Finance</b>	<b>25%</b>
<b>Consulting</b>	<b>11%</b>
<b>Business Development / Sales</b>	<b>10%</b>
<b>Analytics</b>	<b>9%</b>
<b>Entrepreneurship</b>	<b>7%</b>
<b>Marketing / Advertising</b>	<b>6%</b>
<b>Accounting</b>	<b>5%</b>
<b>Product / Project Management</b>	<b>4%</b>
<b>Supply Chain / Operations / Logistics</b>	<b>4%</b>
<b>Rotational / Leadership Programs</b>	<b>3%</b>
<b>Strategy / Research</b>	<b>3%</b>
<b>Additional Functions</b>	<b>≤ 1%</b>

Account Management, Administrative, Athletics Coach, Customer Service/Client Services, Coding/Developer/UX Design, General Management, Merchandising, Human Resources/Recruiting, Legal, Real Estate

We pride ourselves on preparing our students professionally from day one. Babson graduates have the experience and know-how to jump in and make an immediate impact across global industries.

# 86% Employed

includes:

**3% Returning to Family Business**  
**6% Starting Own Venture**

## Average Salaries By Industry

Accounting	\$63,360
Aerospace / Defense	\$63,000
Agribusiness	\$52,500
Consulting	\$70,683
Consumer Products	\$49,072
CPG / Food and Beverage	\$48,643
Engineering / Construction / Manufacturing	\$48,750
Financial Services	\$68,392
Healthcare / Biotech / Pharma	\$59,025
Hospitality	\$73,350
Information / Technology / Services	\$60,370
Legal Services	\$45,000
Marketing / Advertising / PR	\$57,864
Media	\$65,000
Non-profit / Education / Government / Civic & Social Organizations	\$50,500
Real Estate	\$71,111
Retail/Apparel/Fashion	\$56,048
Sports / Entertainment	\$60,100
Staffing / Recruiting	\$56,300
Telecommunications	\$66,533
Utilities / Oil / Energy	\$35,000

## Graduates By Employer Size

5,001+ employees	43%
501–5,000 employees	17%
51–500 employees	15%
11–50 employees	12%
1–10 employees	12%

## Graduates By Job Location

Northeast	71%
Outside USA	9%
West	8%
South	6%
Mid-Atlantic	3%
Southwest	2%
Midwest	2%

**\$62,399**

Average annual starting salary for graduates of the class of 2020\*

# SAMPLING OF EMPLOYERS AND GRADUATE SCHOOLS



## ACCOUNTING

EY  
KPMG  
PwC  
RSM  
Whittlesey



## AEROSPACE / DEFENSE

BAE Systems  
Raytheon Technologies  
SkyVenture Aviation



## CONSULTING

Accenture  
Alpha Financial Markets  
Consulting  
Aon Radford Data & Analytics  
Berkeley Research Group  
Clarkston Consulting  
Deloitte  
Frost & Sullivan  
Innosight  
Massaro  
McKinsey & Company  
PA Consulting Group  
Peloton Consulting Group  
Slalom



## CPG / FOOD & BEVERAGE

AB InBev  
Ambev  
Apple  
Canon USA  
Dunkin Brands  
General Mills  
L'Oreal  
Niagara Bottling  
Restaurant Brands  
International  
Stanley Black & Decker  
Thrasio  
Tiffany & Co  
UNFI



## EDUCATION / GOVERNMENT / NON-PROFIT

EF Education First  
Small Business Administration  
Center for Strategic and  
International Studies



## ENTERTAINMENT / SPORTS / HOSPITALITY

Marriott International  
Rust Belt Entertainment  
Washington Little Capitals  
WB Games  
Wise Music Group



## FINANCIAL SERVICES

(banking / investment  
banking / investment mgmt /  
private equity / venture capital)  
ACG Ventures  
Alegeus  
Bank of America  
Barclays  
Bloomberg LP  
BNP Paribas  
Cambridge Associates  
Citizens  
Cantor Fitzgerald  
Citi  
Deutsche Bank AG  
Fidelity Investments  
Goldman Sachs  
Great American Group  
Hamilton Lane  
Hercules Capital  
JP Morgan Chase & Co.  
Karbone  
Meketa Investment Group  
Millennium  
Moody's  
Morgan Stanley  
Needham Bank  
Northern Trust Corporation  
Octagon Credit Investors  
PNC Financial Services  
Raymond James

Santander  
Scotiabank  
Silicon Valley Bank  
State Street  
TD Bank  
Venture Catalysts  
Wells Fargo  
Wafra Inc.  
William Blair



## HEALTHCARE / BIOTECH / PHARMA

Alexion Pharmaceuticals  
Boston Scientific  
CVS Health  
Ipsen  
NanoDX



## INFORMATION / TECHNOLOGY / SERVICES

Akamai Technologies  
AlphaSights  
Amazon  
Amazon Web Services (AWS)  
Appgate  
Assurance IQ  
CB Insights  
Coleman Research  
DataRobot  
Dell EMC  
Drift



## INSURANCE

Aon Inpoint  
Homesite Insurance  
PURE Insurance  
State Farm

Dunn & Bradstreet  
Dynatrace  
Eze Software Group  
Focus Technology  
HubSpot  
IBM  
Instacart  
Ironside Group  
Kognitiv  
Latch  
Microsoft  
Next Jump  
Nielsen  
Oracle  
PTC  
Qualtrics  
Red Ventures  
RSA Security  
Takeoff Technologies  
TripAdvisor  
Synopsis  
Vision Government  
Solutions  
WideOrbit

# SAMPLING OF EMPLOYERS AND GRADUATE SCHOOLS



## MARKETING / ADVERTISING

AdOutreach  
American Marketing & Publishing  
Constant Contact  
The Glover Park Group  
PMG  
W2O Group



## MEDIA / PUBLISHING

Brightcove  
CBS Interactive  
Milestone Media Group



## REAL ESTATE

33Floors  
Altus Group  
Cushman & Wakefield  
Gibson Sotheby's



## RECRUITING / STAFFING

Frank Recruitment Group  
Henkel Search Partners  
Yoh, A Day & Zimmermann Company



## RETAIL / APPAREL / FASHION

Aldi  
Bloomingdale's  
Burlington Stores Inc.  
Converse  
Hannaford Supermarkets  
ISlide Inc.  
Macy's  
Publix Super Markets  
Rue Gilt Groupe



Staples  
TJX Companies  
Wayfair

## TELECOMMUNICATIONS

AT&T  
Granite  
Telecommunications  
Millicom (TIGO)



## Graduate Schools

Atlantic Acting School (Conservatory Certificate)

**Babson College (MSBA; MSF; MSMGT; CAM/MBA)**

Berklee College of Music (MSA; Global Entertainment and Music Business)

Massachusetts Institute of Technology (Sloan Visiting Fellowship Program; MSBA)

University of Southern California (MSBA)

Boston College (MSF)

Brown University (MPA International & Public Affairs)

Cass Business School (MIB)

Columbia University (MA QMSS; Instructional Tech & Media; MFA)

Fordham University (MSA)

Inchbald School of Design (Certificate of Interior Design and Décor)

Iona (MBA)

Johns Hopkins (MSF; Education)

London Business School (MSF)

National Chengchi University (International Masters of Asian Pacific Studies)

New York Law School (JD Sports Law)

Northeastern University (MBA)

Suffolk University (JD; MBA)

The University of Chicago (MSBA)

Tufts University (MS Innovation and Management)

UCLA (MSBA)

University of California, Davis (MSBA)

University of Pennsylvania (MLA; MCIT)

University of St Gallen (Masters in International Affairs and Governance)

Venture University (Venture Capital Apprenticeship)

Washington University in St. Louis (MSF)

## WAYS TO ENGAGE

### Campus Recruiting

Take advantage of the following opportunities to connect with Babson talent:

- » Post jobs and internships in **Handshake™**
- » Conduct on-campus interviews
- » Become a guest career advisor
- » Participate in our alumni industry advisor program
- » Hold employer career conversations
- » Attend a Babson-sponsored networking event

### Participate In Signature Events

Showcase your company, share your expertise, and network with Babson students at career-focused events:

- » Industry Spotlight Program
- » Fall Business Career EXPO
- » Spring Job & Internship Fairs
- » Resume Review Program

### Experience Babson Talent

Engage, hire, or coach Babson students:

- » Become a **Management Consulting Field Experience (MCFE)** partner and let a team of Babson students consult on a key business challenge/project
- » Sponsor an industry trip by hosting a group of students at your organization
- » Hire Babson students for an internship over the summer or during the academic year
- » Offer externships that allow Babson students to job shadow for one to two days and strengthen your employer brand



Babson is a part of the **Handshake™** recruiting platform, making it easier than ever to recruit at Babson.

## WAYS TO ENGAGE

### Partner With Student Organizations

Share your company's vision and build your Babson talent pipeline by participating in:

- » Industry panel discussions
- » Case competitions
- » Student organization/employer events
- » Consulting projects



Look to Babson to provide a comprehensive framework for a successful internship or externship program.



### Become A Corporate Sponsor

Join the ranks of leading companies that have enjoyed additional branding and exposure to Babson talent.

## 2019–2020 CORPORATE SPONSORS



#### Platinum



PEPSICO



pwc

EY

APPLAUSE

R&Advance  
runs on Collaborative PBM Cloud

#### Silver



AXA ADVISORS



MASSACHUSETTS

Boston  
Scientific

## WHAT EMPLOYERS ARE SAYING

Babson prepares graduating students to dive into their first endeavor with the skills, knowledge, drive, and character they need to succeed.



– Kristen Holihan '12, Vice President,  
Bank of America Merrill Lynch



– Steve Sadler, Vice President,  
Global Sales Transformation,  
Dell EMC

At Dell EMC, we look to create deep partnerships with forward-thinking institutions like Babson, extending well beyond a traditional vendor/customer relationship. We have partnered with Babson to develop cutting-edge sales curriculum, host students at our facilities, and work with career services to attract graduates who possess the relevant business and entrepreneurial skills we need to propel growth across our business. In addition, we frequently host events at the Babson Executive Conference Center, which provides a world-class experience for our key development initiatives.



## WHAT EMPLOYERS ARE SAYING



– Katy Latimer, VP Culinary Innovation, Dunkin' Brands

The Babson student consultants shared terrific insights into the Dunkin' Brands Gen Z consumer segment. They were able to highlight different opportunities for customization and uncover areas we need to explore more. I was very impressed with their detailed research, presentation skills, and depth of knowledge exhibited throughout the 12-week project.

By partnering with CCD, The TJX Companies Inc. continues to grow our strong relationship and recruiting efforts by participating in career-based programs, classroom visits, faculty-led panels, and more. With each opportunity to come to campus, TJX continues to expand and deepen connections and find future talent for our organization.



– Kara Bemis, Campus Recruiter, Global Talent Acquisition, The TJX Companies



– Ravi Ika, Founder and CEO, RxAdvance; and John Sculley, Chairman, RxAdvance (Former CEO, Apple)

We are very impressed with the caliber of Babson students and love hiring them to work for RxAdvance! Not only do they possess an innate entrepreneurial spirit; their diverse experiences enable them to make a difference from day one. Babson grads have added immense value to RxAdvance through their combination of curiosity, business understanding, and cultural awareness, along with their ability to act on critical insights to advance our business goals. They are a perfect match for our entrepreneurial culture.

## OUR UNDENIABLE RESULTS

### **#1 For Entrepreneurship**

– *U.S. News & World Report*, 24 consecutive times

### **#1 Private Business College for Salary Potential**

– PayScale, 2015–2020

View all of Babson's recent rankings at [babson.edu/rankings](https://babson.edu/rankings).

## A MESSAGE FROM THE DIRECTOR

“ We are passionate about collaborating to create opportunities in which our students can demonstrate their entrepreneurial mindset and business acumen; and in turn, add value to your organization.

Our robust programming and partnerships prepare our students to make a measurable impact on your business from day one.”



**DONNA SOSNOWSKI**

Director,  
Hoffman Family Undergraduate Center for  
Career Development, Babson College



**Our Students Say it Best**

## OUR STUDENTS SAY IT BEST

“I get to help analyze data from some of my favorite games and get to solve new problems everyday with an amazing team. ... I love what I do and who I get to do it with.”

Cedano met with Lee Goldstein, associate director of counseling in Babson’s **Hoffman Family Undergraduate Center for Career Development (CCD)**, who helped her research gaming companies in the area and write cover letters to PlayStation, WB Games, and Rockstar Games, among others.

[READ EMELY'S FULL STORY >>](#)

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**A CLOSER LOOK >>** Babson’s extensive alumni network is 43,000 strong. By reaching out to Gabriel Goldwasser MBA’11 at WB Games, Cedano took action, and spent a semester away in San Francisco. She then interned with WB Games Boston.



**EMELY CEDANO '20** combined her passions and landed her dream job as a data analyst for WB Games San Francisco.

## OUR STUDENTS SAY IT BEST

“Utilize Babson’s resources. Lean on counselors and advisors. Connect with the Center for Career Development. . . . When people see potential, they want to help you.”

Kouemo took part in the Babson Russia India China Program (BRIC) that gives students a comparative framework to understand developing economies. The experience showed him how global brands approach positioning. This led Kouemo to pursue a career in marketing.

[READ SIENZHI'S FULL STORY >>](#)

**A CLOSER LOOK >>** Tapping Babson resources. At Babson, Kouemo bridged students, alumni, and the **Board of Trustees** as an inaugural participant in the new Campus Advancement Ambassador (CAA) program. He also joined the **Student Government Association** in his pursuit to leave his mark.



**SIENZHI KOUEMO '20** took inspiration from his international experience and Babson resources to follow a career in marketing. He now works for **AT&T**.

## OUR STUDENTS SAY IT BEST

“I’ve been so successful and grown so much that I seriously cannot imagine what my life would be like if I didn’t come to Babson.”

Masjedi is a first-generation college student. She graduated from Babson with a double concentration in **retail supply chain management** and **environmental sustainability**, and interned at a startup, Tee Commerce, setting the stage for her next career move. [READ TARA'S FULL STORY >>](#)



**TARA MASJEDI '20** showed leadership through her actions. She now works as an e-commerce associate at **Wayfair**.

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**A CLOSER LOOK >>** First-Gen Success. As a **Center for Women’s Entrepreneurial Leadership (CWEL)** Scholar, Masjedi made a huge impact across campus, ultimately receiving the **Student Contribution Award**. She served as a peer mentor and was president of both Babson Hillel and the First Generation Student Organization.

# CONNECT WITH US!

FOR MORE INFORMATION OR TO SCHEDULE A MEETING:

Visit [babson.edu/talent](https://babson.edu/talent)

Call 781-239-4215

Email [undergradccd@babson.edu](mailto:undergradccd@babson.edu)



[undergrad.ccd](https://www.facebook.com/undergrad.ccd)



[babsonugradccd](https://twitter.com/babsonugradccd)



[babsoncareer](https://www.instagram.com/babsoncareer)



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