

EMPLOYMENT REPORT

Full-Time, Part-Time and Executive formats

On-campus Masters



Global talent with real impact

EAE Business
School

Welcome to the year that proves
employability is no longer
measured only by placement
figures, but by career trajectories.

**WE MAKE
IT HAPPEN**



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About EAE Business School and the Employment Report

At EAE Business School, we understand employability as a strategic, continuous and person-centered process. In an increasingly competitive and changing professional environment, our students and alumni stand out for their adaptability, ambition and clear focus on professional impact.

Our model combines personalized guidance, direct connection with the market and the development of key competencies - strategic vision, digital skills and human talent - to accelerate job placement and professional evolution.

This Employment Report 2025 reflects not only employability results, but also the real impact of our community: international profiles, global mobility and careers built in highly competitive markets.

When talent is connected with the right opportunities, professional growth accelerates and impact multiplies.

Results that make a difference



QS 5 Stars



Bloomberg
Best Schools



Positive
Impact Rating



#3 Merco University
Talent Ranking



THE MARKET THAT DEFINES US

Before measuring results, we need to understand the landscape. The labor market has changed more in 12 months than in the last decade.





IN-DEMAND COMPETENCIES: THE DNA OF EAE TALENT

Soft Skills: The Human Factor

We understand what the global market demands in order to prepare talent capable of anticipating, adapting and generating impact from day one. These are the skills that make the difference in today's professional environment:

82%
**Executive
communication**

79%
**Critical
thinking**

74%
Adaptability

68%
**Stakeholder
management**

65%
**Collaborative
leadership**

Hard & Tech Skills: Technical mastery

Our students integrate the tools most demanded by global organizations:

71%
Business Intelligence & Power BI

63%
Generative AI applied to business

68%
Microsoft 365 ecosystem & Advanced Excel

49%
Digital Project Management

Key competency in the EAE curriculum

Data Tools (SQL/Python)

Technical foundations for strategic analysis

“At EAE Business School, we do not simply follow trends; we train the professionals who create them.”

The 2025 map confirms that success lies in hybridization. Our graduates do not only access traditional positions; they lead new emerging roles thanks to their analytical capacity, technological knowledge and cross-functional business vision.



Talent Trends Insights 2025

Navigating global transformation

In 2025, the labor market is undergoing a structural transformation driven by Artificial Intelligence, cross-functional digitalization and the internationalization of talent. According to the Future of Jobs Report 2025 (World Economic Forum), 75% of global companies expect significant changes in their operating models. In Spain, the DCH Barometer 2024-2025 confirms that 70% of organizations prioritize profiles that combine digital competencies with strategic vision.

This environment has generated a paradigm shift: companies are no longer looking only for specialists, but for architects of hybrid solutions. The EAE 2025 profile is positioned precisely at this intersection of technology, strategy and sustainable impact.



Trend radar:

Technological evolution is redefining strategic roles. We present the five tiers leading recruitment this year, where EAE graduates are making their mark:

Emerging roles 2025



TIER 1:

IA & Data Intelligence

The engine of change

Roles: AI Engineer, Senior AI Software Developer, Digital Analytics Engineer.

Insight: Automation and data-driven decisions are now structural pillars.



TIER 2:

Business-Tech Translators

Strategic scalability

Roles: Marketing & Growth Strategy Manager, Digital Trader, Paid Media Specialist.

Insight: The focus has shifted from “reach” to performance and ROI scalability.



TIER 3:

Digital Growth & Performance

From ethics to metrics

Roles: CO2 Pack Data, Social Impact / ESG Manager, Sustainability Lead.

Insight: Sustainable optimization is now critical for access to financing and markets.



TIER 4:

Sustainability & ESG Impact

The bridge profile

Roles: Analytics Translator, Enterprise Risk Manager, Data Governance Lead.

Insight: The ability to translate technical complexity into business value is the most sought-after skill.



TIER 5:

Strategic HR & People Ops

Talent as an asset

Roles: People Operations Advisor, Compensation & Benefits Supervisor - EMEA.

Insight: Human Resources is evolving toward internal consulting and regional analytics.

Student Profile

Talent prepared to lead complex environments

In a labor market shaped by digital transformation and globalization, companies demand hybrid profiles: professionals with technical strength and leadership capabilities.

The EAE Business School student profile responds to this need by combining functional specialization with cross-functional competencies that enable rapid integration into corporate environments and a natural progression toward positions of greater responsibility.

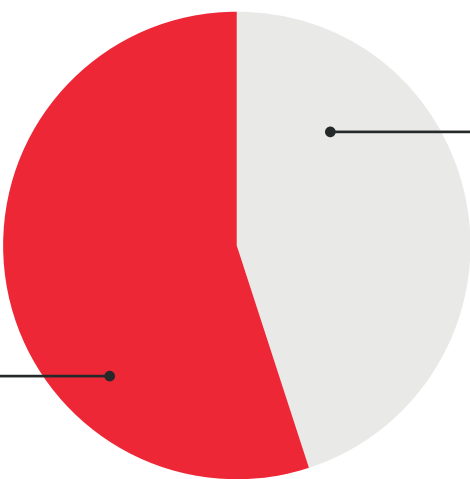
Our graduates stand out for their ability to turn knowledge into impact, creating value from day one.

+60 Nationalities

LatAm:	57%
Spain:	28%
Europe:	10%
North America:	2%
Africa:	2%
Asia:	1%

Gender

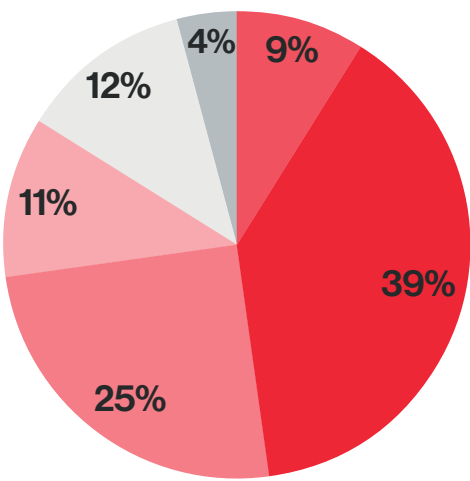
55% Women



45% Men

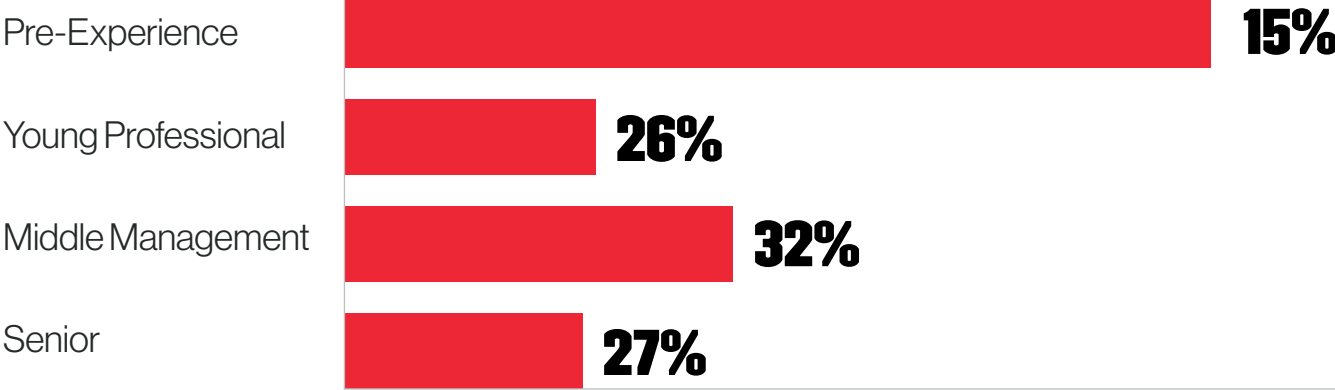
Age

33 YEARS Average



- < 25 years
- 25 - 30 years
- 31 - 35 years
- 36 - 40 years
- 41 - 50 years
- > 50 years

Profile



THE ENGINE OF CHANGE

Nothing you will see next happens by chance. Discover the model that connects talent, education and the market.



Career Journey

EAE Structured Model

EAE's Career Journey is not a set of isolated services, but a structured professional placement model that accompanies students from the initial diagnosis to their consolidation in the labor market.

PHASE	PHASE	PHASE	PHASE
01	02	03	04
Diagnosis and Positioning	Development and Differentiation	Connection with the market	Placement and Follow-up
When: Start of the master's program.	Objective: Increase competitiveness.	When: During the master's program	Objective: Achieve sustainable placement.
Objective: Define the professional strategy.	Objetivo: Aumentar competitividad	Objective: Direct exposure to companies.	Objective: Achieve sustainable placement.
Initial profile assessment. Identification of strengths and gaps. Definition of professional goal (sector, function, region). Construction of an individual value proposition.	CV and LinkedIn optimization. Interview simulations. Technical and soft skills workshops. Development of executive skills. 199 workshops.	Talent EAE. Recruiting Days. Structured networking. Access to exclusive processes. 130+ Talent EAE companies. 170+ direct hires.	Participation in processes. Follow-up with Career Advisor. Offer negotiation and acceptance. 94% placement rate. 55% internship-to-employment conversion.

Placement funnel





Career Services Impact

Driving Careers. Delivering Results: Driving successful career paths

Our mission goes beyond academic training. Through Career Services, we boost employability through an active model of personalized guidance, strategic training and direct connection with the global market. We work to align each student's potential with the real demands of a highly competitive business environment.

This ecosystem of continuous advising and our constantly expanding network of partnerships make it possible to transform learning into tangible employment opportunities. The impact of our work is reflected in the sustained growth of employability indicators and in the renewed trust of organizations, which see our graduates as a key source of talent to lead the future.

Through this model, our students do not only access the market; they progress more quickly toward their professional goals.

AGENDA ES

11.00H A 12.00H

Talent Talks

Conquistando el Futuro: La Revolución del Talento Joven

PONENTES

Miriam Diez Pinol
Directora Global Master RH/H
EAE Business School Barcelona

Isabel Barceló
Directora territorial de Permanent Placement
Castilla-La Mancha - Adcoo

Cristina Rallo
Talent partner, Co-founder & COO
at Merit Digital Partner

Clara Duarte
HR Operations Specialist en Lindt

Job Connect

Conoce a LLYC (Llorente Cuenca), expertos en comunicación y consultoría

12.00H A 13.00H

Talent Talks

El futuro del Trabajo: Barcelona Hub de oportunidades

PONENTES

Juan Baeza
Director, Partnership & Institutional Relations en Tech Barcelona

Quino Fernández
CEO & Co-founder en Assoc Lab y director de BCN Finance Hub

Eva Rosell
CEO de Barcelona & Madrid Health Hub

Chelo Morillo
Vicepresidenta de Asesoría académica de EAE Barcelona

11.15H A 12.00H

Podcast Business Ma

La aplicación de la IA en los procesos de s

PONENTES

Claudia Perarnau
Co-founder de Talents

Laura Ojeda
Directora de Personas de RACC

Jennifer Gaviria
Directora del Career Development Center de EAE Barcelona

12.30H A 13.00H

Meet the Comp

Europastry: We are bakers ¿y tu?

PONENTE

Jon Gorvettza
Group Talent Manager de Company

Job Connect

Conoce a Llorente Cuenca, expertos en comunicación y consultoría

Figures that make a difference

Below, we break down the impact of our activity over the past year, highlighting our advisory volume and the growth of our employability ecosystem:

199

Workshops delivered

593

Career events and activities

+230

Companies participating in Talent EAE

+350

Placements generated through Talent EAE



Personalized advising:

This year we reached 2,100 advising sessions, where talent experts supported students in defining their professional roadmap, from profile optimization to preparation for senior-level interviews.



Partner network expansion:

This year, 50 new companies joined our recruitment ecosystem, further diversifying opportunities in emerging sectors such as AI, sustainability and Fintech.



Key indicator:

55% of the jobs obtained by our graduates were managed directly through Career Services channels and services, reaffirming our effectiveness as a direct bridge to the labor market.

Career Services Performance

Connection and impact strategy

The high level of Career Services activation translates into tangible results. This success would not be possible without the constant dynamization of our ecosystem: every workshop and event we organize and promote is a key component in driving Career Services Impact.

These initiatives create real opportunities for connection, development of critical competencies and differentiated visibility of talent in front of the market.



+200 workshops focused on optimizing our students' professional development.

In 2025, we promoted numerous events and fairs designed to strengthen our students' employability, including Talent EAE, Recruiting Days and CEO Challenges, together with multiple Talent Days and sessions organized by partner companies throughout the academic year.

These initiatives gave our students the opportunity to connect with companies, expand their networks, participate in selection processes and showcase their talent, strengthening their preparation and projection in the labor market.



Talent EAE

Talent EAE has become one of the main connection points between students and companies, positioning itself as the largest private employment fair in Spain, organized annually to boost employability and facilitate access to real opportunities.

Through this environment, students access networking experiences, discover opportunities and connect directly with recruiters in a space designed to enhance their professional development.

+1,400

Opportunities published
(internships and employment)

25%

Placement through
the event

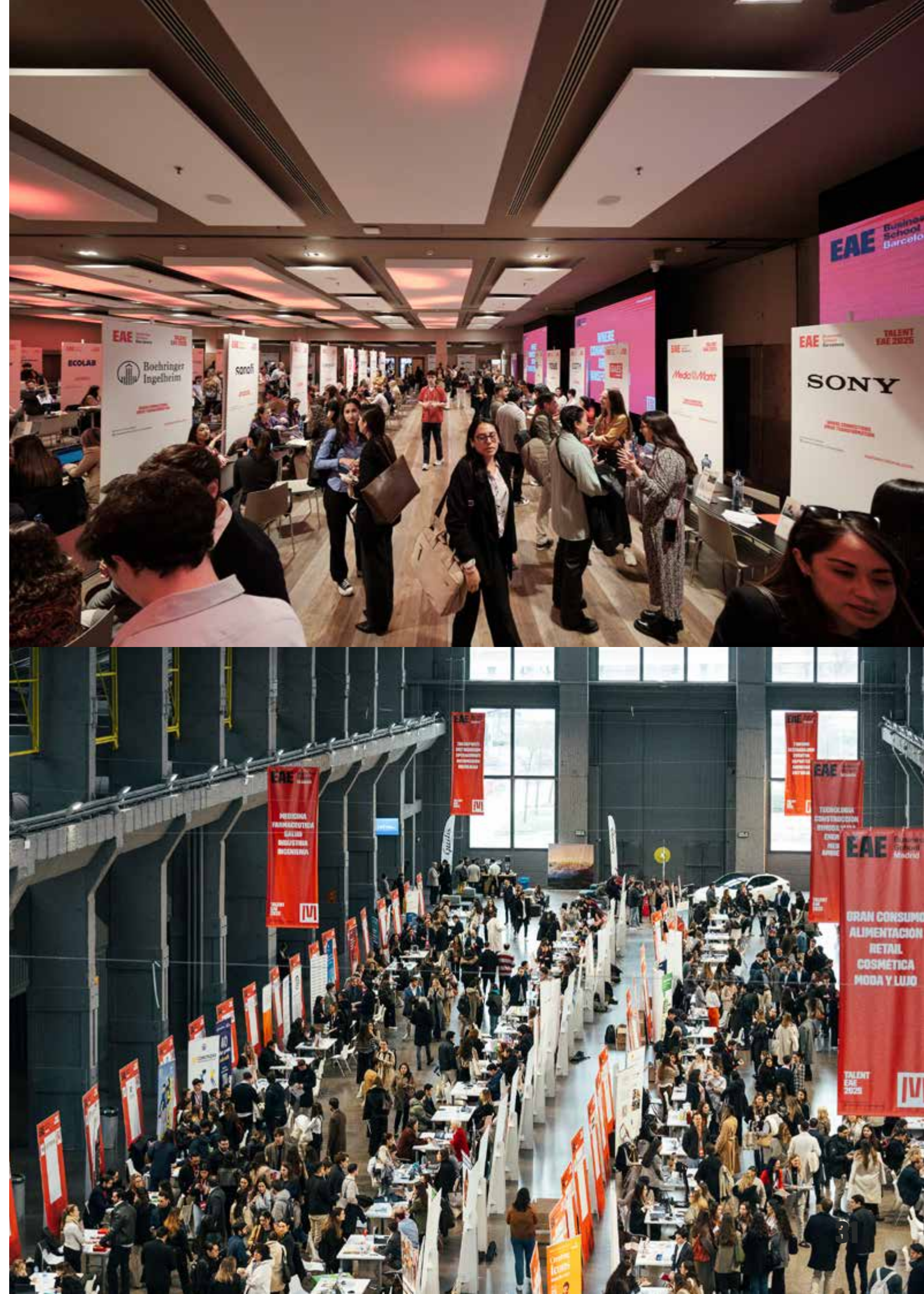
70%

Of companies repeat
participation

38%

companies linked
to alumni

+ 10 Editions





CEO x 1 Day

A real challenge for future leaders

In collaboration with the prestigious executive headhunting firm Odgers, EAE Business School promotes CEO x 1 Day, a high-level selection experience designed for our executive students to test their strategic vision.

Through a rigorous process that includes online mentoring sessions, team-based tactical challenge resolution and a final Executive Committee simulation, participants immerse themselves in the reality of senior management. This initiative not only identifies the profile with the greatest leadership potential of the edition, but also directly connects EAE talent with the critical competencies and expectations demanded by today's organizations globally.



Talent Arena (Mobile World Capital)

We took part in Talent Arena within the framework of MWC, in a strongly tech-driven and innovation-focused environment where our students were able to connect with leading companies in the digital and technology sector. This experience involved not only students, but also the Career Development Center team and faculty, reinforcing academic and professional support and enhancing the impact on employability and the international projection of our profiles.



EAE Partners Sessions

A key initiative within the employability ecosystem, designed to connect our students with leading companies through dynamic, high-value experiences. Through this format, organizations share their vision, culture and opportunities, creating a direct space for interaction with EAE talent. These sessions allow students to learn first-hand about market demands, expand their networks and access real internship and job opportunities. More than a corporate presentation, EAE Partners Sessions is consolidated as a strategic meeting point where talent and companies align, facilitating connections that drive professional development and labor market entry.



+30

Sessions held during the year

+15

Participating companies

+150

Students attending per session

RESULTS OF THE IMPACT

When the model works, the results speak for themselves. This is the real evolution of EAE talent in the market.



Employability Status



Employability rate

Our students after completing
our master's programs:

97%

6 months

87%

10 months

93%

Four profiles. One same result.

En EAE Business School no formamos un único tipo de profesional, impulsamos el talento en todas sus formas. Personas con distintos puntos de partida, pero con un mismo objetivo: avanzar en su carrera y generar impacto. Estos son los perfiles que confían en nosotros y los resultados que alcanzan.”

Middle Management

31.5%

They move up to management.
They assume new responsibilities.

Senior / Executive

27.1%

They reinvent themselves.
They enter new sectors and industries.

Young Professional

25.8%

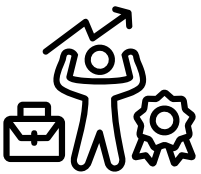
They accelerate. What would take them 5 years, they do in 1 year.

Pre-Experience

15.4%

They start strong. With credentials, network and employability.

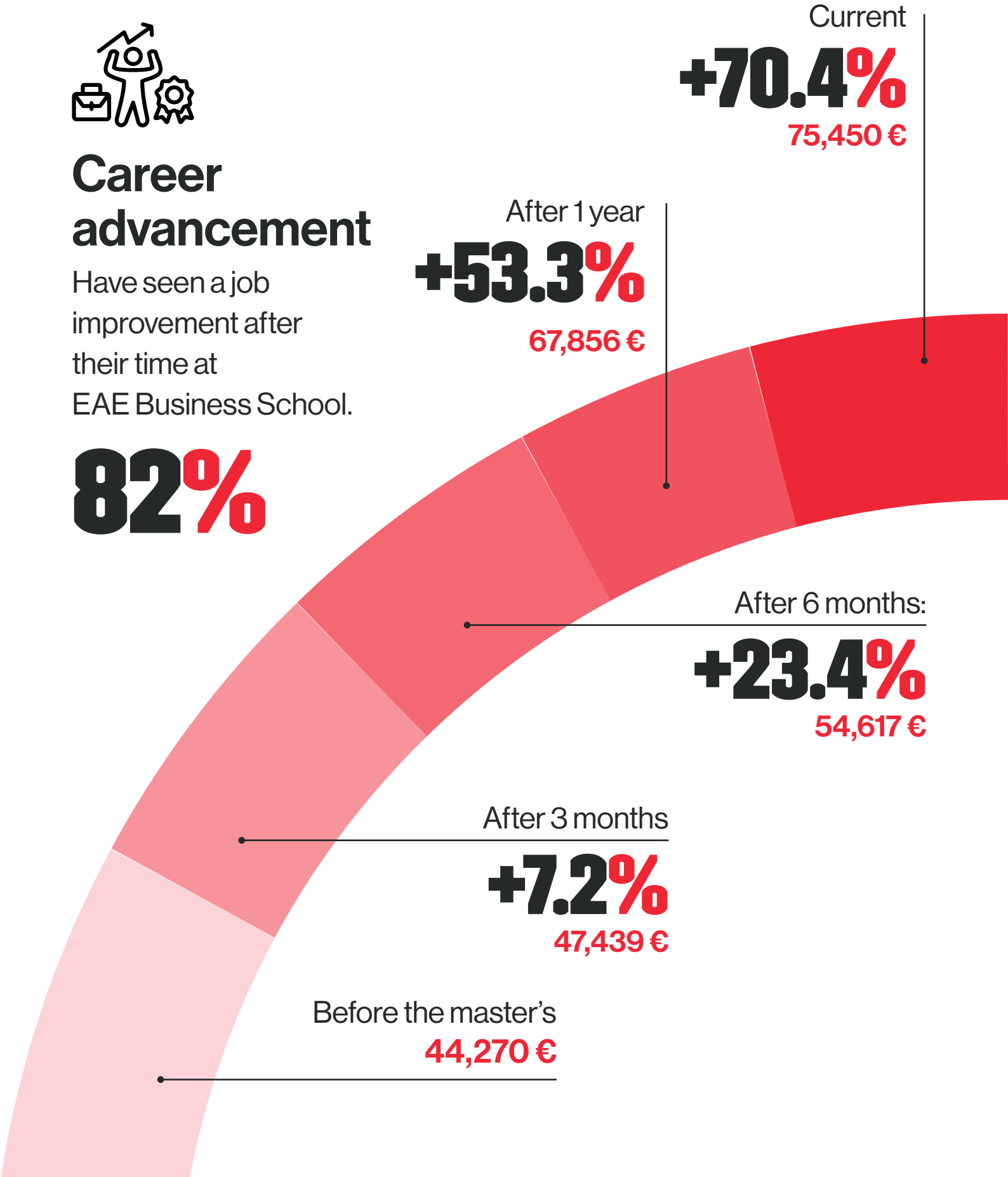
Employability Status



Career advancement

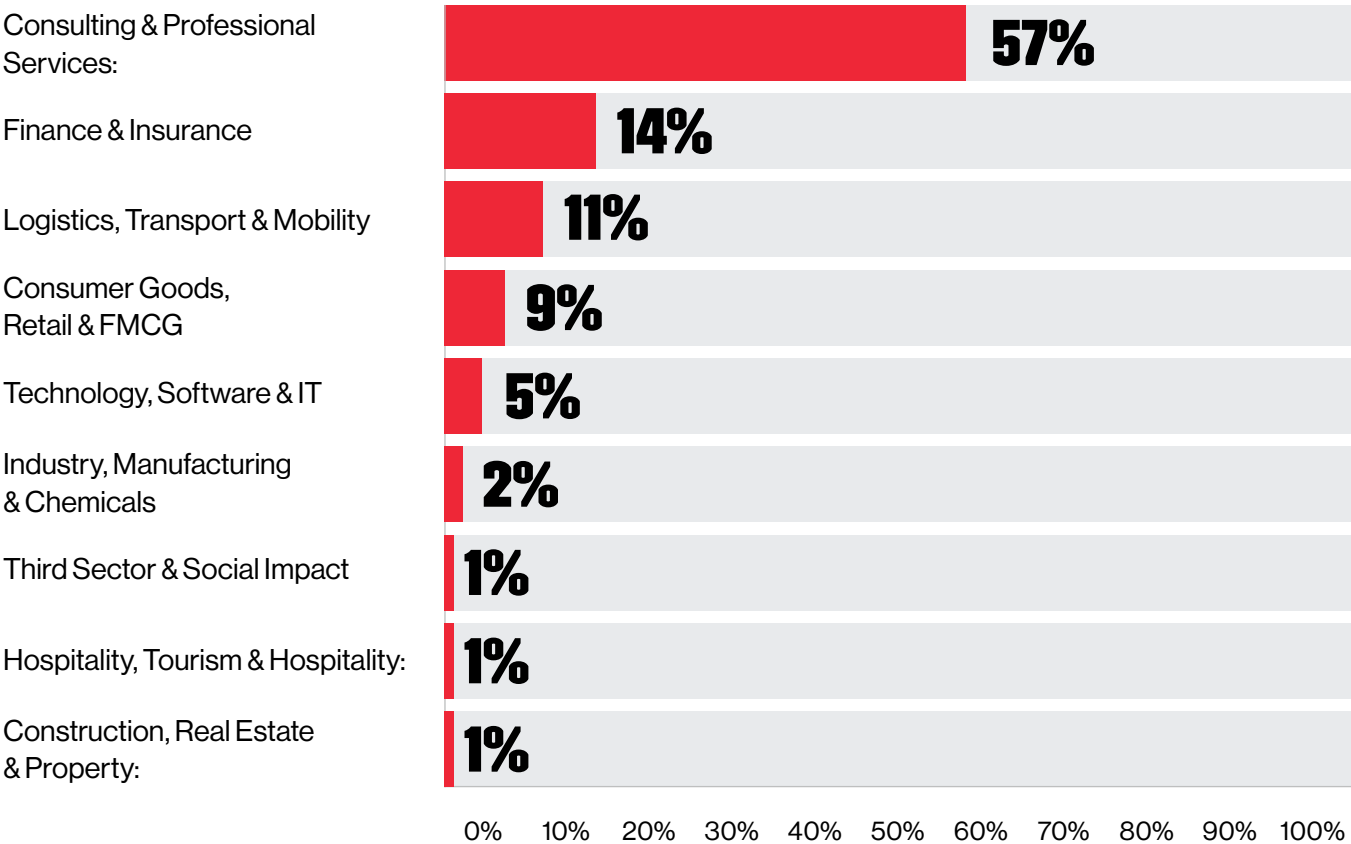
Have seen a job improvement after their time at EAE Business School.

82%



Industry Distribution

Our students work and have experience in the following industries:



Hiring Companies



Companies that drive EAE talent

Automotive and Mobility

Jaguar Land Rover	Volkswagen Group	Porsche
BMW	Cabify	Hyundai
Mercedes Benz	Ford	Renfe
		MG Motors

Banking, Insurance and Financial Services

ING Bank	Banking (SGCIB)	Mapfre
Banco Sabadell	Allianz	AXA
Société Générale Corporate & Investment	Nationale Nederlanden Vida	Ibercaja
		Santander
		Banco de España

Consulting, Audit and Professional Services

Deloitte	PWC	Exceltic
EY (Ernst & Young)	Minsait	Aenor
KPMG	Indra	Ecolab
	Atrevia	Michael Page

Sports, NGOs and Others

Cruz Roja	AIESEC	Procuraduría General de España
Real Federación de Fútbol de Madrid	Legends	Fundación Chamos
La Liga	Sociedad Estatal Correos y Telégrafos	

FMCG

Bimbo	Mahou	Cofares
Damm	Heineken	Red Bull
Danone	Campofrío	Coca Cola
Nestlé Global Services Spain	Cargill	Beam Suntory
Nestlé	Bic Graphic Europe	Henkel

Industry, Energy & Engineering

Cepsa	Acciona	Ferrovial
Siemens	EDP	Ineco
Bridgestone	Enagás	
Testa	Signify	

Logistics and Transport

DHL	Across Logistics	Adeo Logistics
SEUR	Enterprise Mobility	Ceva Logistics
UPS	Sixt	XPO Logistics
Bergé Logistics		

Media, Advertising and Entertainment

Grupo Planeta	Erickson	Publicis
Penguin Random House Grupo Editorial	Warner Music	Atresmedia
Llorente y Cuenca	Universal Music	Grupo Sky
McCann	Grupo Audiovisual Mediaset España	Netflix
	Ogilvy	Samy

Fashion, Luxury, Cosmetics and Lifestyle

Coty Beauty Spain	L'Oréal	Farlabo
LVMH	L'Occitane	Shiseido
Loewe	Longchamp	Tendam
	Inditex	

Pharma & Healthcare

Alcon Healthcare	AbbVie	Sandoz
Bayer	Abbott	Dorsia Clinics
Boehringer Ingelheim	Johnson & Johnson	Insudpharma
Pierre Fabre Ibérica	CantabriaLabs	Haleon
	Sanitas	Dermaline

Retail, Distribution and Consumer Goods

Carrefour	Decathlon	Mercadona
Alcampo	Burger King	Aldi
Primark	Lego	Mango
IKEA	El Corte Inglés	Nude Project
Leroy Merlin	Uniqlo	Oysho

Tourism & Hospitality

Majestic Hotel & Spa	Four Seasons	Group
Meliá Hotel	Palladium Hotel	Eurostars Hotel Company
Hilton	The Social Hub	Minor Hotels
Hyatt	Archer Hotel	Grupo Hotusa
Radisson	Palace	
	Barceló Hotel	



Employer Ecosystem

Leaders who invest in EAE talent

The success of our graduates reflects EAE's strategic positioning in key sectors and highly competitive environments. Our Partnership Network expands in 2025, integrating the most influential players in the global economy: from prestigious consulting firms and technology giants to industrial and consumer goods leaders.

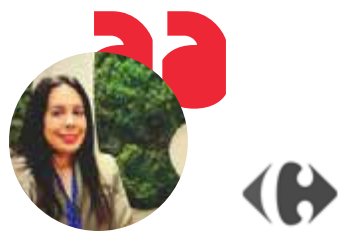
This constantly growing business ecosystem ensures diverse sector representation, giving our students access to opportunities in the industries defining the future. In 2025, we consolidated alliances with the main market players, reaffirming the trust of organizations that see EAE as a key talent pool to lead global transformation.





TOP Recruiters 2025

Company testimonials



Natalia Benitez Cabanes
Talent Acquisition Manager

“The collaboration between Carrefour and EAE Business School has become a benchmark for synergy between the corporate and academic worlds. This alliance stands out for a sustained collaboration that has strengthened our employer brand in a comprehensive way. Our active participation in Talent EAE and in various networking activities has been the fundamental driver for connecting directly with students. These exchange spaces have allowed us to communicate the real challenges of a leading retail company, positioning Carrefour as a preferred professional destination for new generations.”



Edurne Miguel Galarza
HR Director

“At Volkswagen Group Retail, we have been promoting the development of new generations for years, convinced that digital competencies are essential in today’s environments. However, beyond technical skills, there is a vital quality: the courage to take on new challenges. To all the women graduating today, I say: believe in yourselves, because with that courage you will go as far as you set out to go.”



Laura Cervero Maté
Talent Acquisition Manager

“The collaboration is characterized by speed, agility and efficiency in managing placements. Close support facilitates talent integration and improves the experience for both the company and students. The immediate response capacity and effective resolution of any need are especially noteworthy.”



Ricardo Flores
Talent Management Specialist

“The qualities or skills we look for in the talent we want to attract are people capable of working in diverse environments, with diverse teams, who have different ways of solving problems, people who seek small innovations and make courageous decisions in their day-to-day work.”

Salary Overview

Salary Impact KPIs 2025

At EAE Business School, we consolidate a historic trend of sustained salary growth. Those who study with us not only find employment faster than the market average: they access positions with steadily rising compensation from the beginning of their training through to their current professional stage.

Average salary evolution

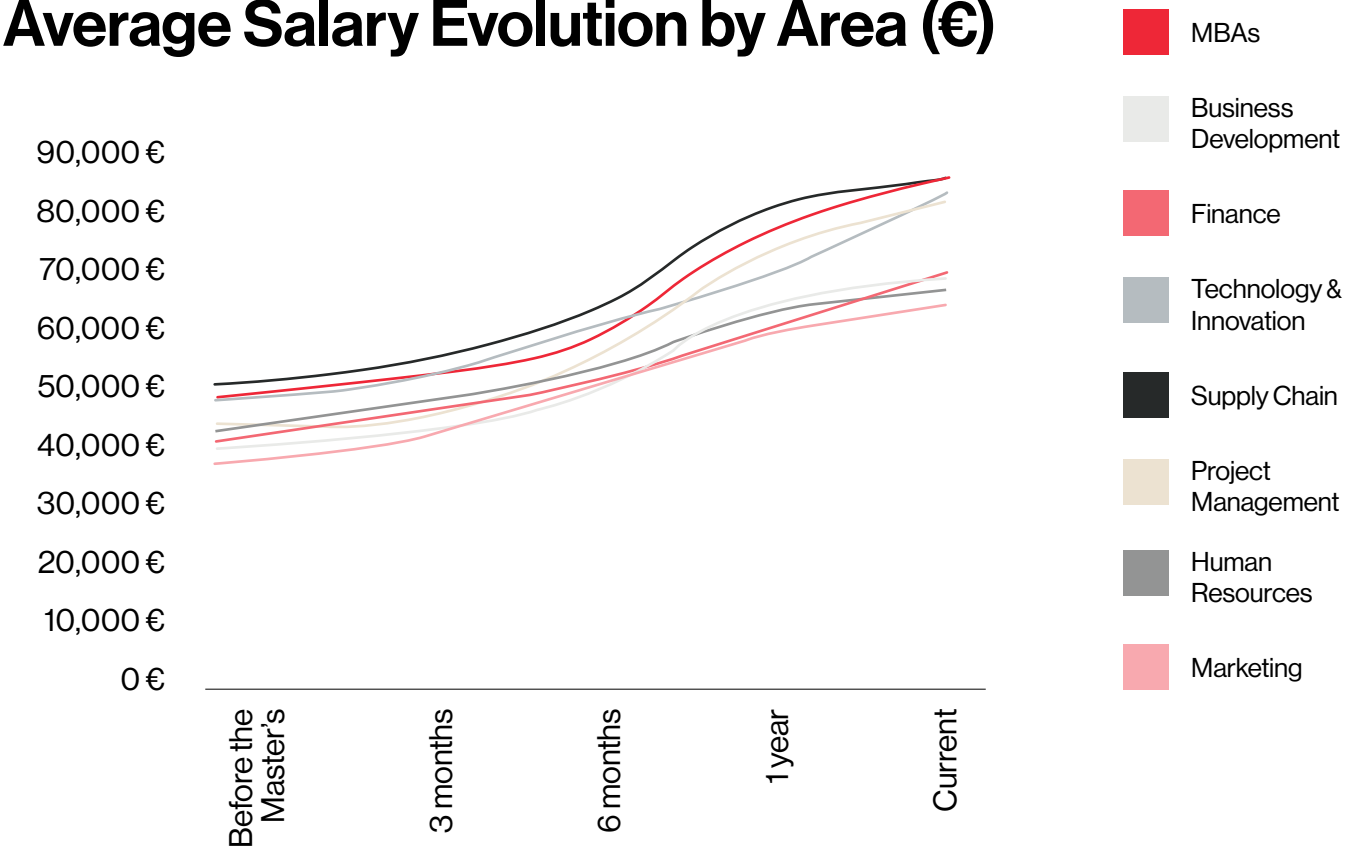
Timeframe	Average Salary (€)	Change vs. Before	% Change
Before the master's	€ 44,270.05	-	-
3 months	€ 47,438.59	+€ 3,169	+7.2%
6 months	€ 54,616.96	+€ 10,347	+23.4%
1 year	€ 67,855.93	+€ 23,586	+53.3%
Current	€ 75,449.86	+€ 31,180	+70.4%

Average salary evolution by program area

Comparative Summary: Average Salary (€) by Area and Timeframe

Area	Antes del Máster	3 months	6 months	1 year	Current	Total increase	% Increase	ER 2025	% Evolution vs. ER24
Project Management	€ 44,184.17	€ 44,710.00	€ 54,470.75	€ 72,744.52	€ 81,378.94	+€ 37,195	+84.2%	€ 70,625.75	+15.2%
MBA's	€ 48,818.47	€ 51,976.45	€ 57,945.45	€ 76,134.95	€ 85,271.15	+€ 36,453	+74.7%	€ 68,953.56	+ 23.7%
Technology & Innovation	€ 48,174.42	€ 51,348.71	€ 59,898.00	€ 68,910.00	€ 82,692.00	+€ 34,518	+71.7%	€ 74,108.00	+11.6%
Business Development	€ 40,233.17	€ 42,601.83	€ 49,033.33	€ 63,570.91	€ 68,656.59	+€ 28,423	+70.6%	€ 61,719.33	+ 11.2%
Marketing	€ 37,652.60	€ 41,139.69	€ 49,454.92	€ 59,239.10	€ 63,978.23	+€ 26,326	+69.9%	€ 53,405.57	+19.8%
Supply Chain	€ 50,740.63	€ 54,440.00	€ 62,433.25	€ 79,853.84	€ 85,443.61	+€ 34,703	+68.4%	€ 77,528.00	+10.2%
Finance	€ 41,333.31	€ 45,893.75	€ 50,861.25	€ 59,842.75	€ 69,417.59	+€ 28,084	+67.9%	€ 59,628.25	+16.4%
Human Resources	€ 43,023.62	€ 47,398.25	€ 52,838.75	€ 62,551.39	€ 66,760.78	+€ 23,737	+55.2%	€ 60,729.50	+9.9%

Average Salary Evolution by Area (€)



Salary by Geography

North America and Central America

Before the Master's	57,680.00 €
3 months	57,400.00 €
6 months	60,000.00 €
Current	80,393.56 €

% Evolution **+39.4%**

Europe, the highest-growth market

Before the Master's	39,230.64 €
3 months	49,258.00 €
6 months	54,074.00 €
Current	74,962.37 €

% Evolution **+91.1%**

Asia-Pacific

Before the Master's	27,398.00 €
3 months	34,602.00 €
6 months	38,869.00 €
Current	50,094.05 €

% Evolution **+82.8%**

Africa and Middle East:

Before the Master's	40,507.84 €
3 months	40,731.00 €
6 months	47,092.00 €
Current	55,220.36 €

% Evolution **+36.3%**

LATAM

Before the Master's	39,808.47 €
3 months	39,558.00 €
6 months	45,867.00 €
Current	66,779.02 €

% Evolution **+67.8%**

Salary evolution by industry

The sector distribution shows that the energy industry and financial services are the highest-paying sectors for EAE talent, while sectors such as technology and consulting stand out for their progressive salary acceleration throughout the career path.

Financial Services (+74.5%) and **Healthcare/Health (+66.1%)** emerge as the sectors with the highest long-term economic return for EAE talent.

Energy stands out as the sector with the highest current average salary (EUR 64,375), driven by growing demand for profiles specialized in energy transition and sustainability.



Functional Area	Start of the Master's	3 Months	6 Months	Current
Consulting Media & Entertainment	30,615.00 €	33,600.00 €	35,466.67 €	52,873.33 €
Energy	35,185.00 €	42,844.44 €	53,200.00 €	64,375.00 €
Public Administration Healthcare (including products and services)	43,095.00 €	45,000.00 €	48,720.00 €	71,585.00 €
FMCG & Retail Hospitality	29,321.00 €	33,600.00 €	40,133.33 €	49,028.00 €
Pharma & Healthcare Government	37,492.00 €	41,300.00 €	53,200.00 €	57,680.00 €
Hospitality Real Estate	32,085.00 €	33,600.00 €	49,466.67 €	49,028.00 €
Industry Manufacturing	38,213.00 €	40,560.00 €	53,200.00 €	71,374.88 €
Manufacturing Financial Services	42,848.00 €	44,020.00 €	53,480.00 €	74,778.00 €
Media / Entertainment / Agencies / Marketing Services Consumer Goods	37,263.00 €	40,120.00 €	46,044.44 €	64,684.00 €
NGOs Technology	38,844.00 €	47,133.33 €	52,975.00 €	69,915.37 €
Others Transport & Logistics Services	38,069.00 €	37,800.00 €	43,688.89 €	53,148.00 €
Real Estate & Construction Consulting	37,219.00 €	40,225.00 €	45,200.00 €	66,545.11 €
Transport, Logistics, Operations & Automotive Retail	34,262.00 €	38,859.26 €	42,969.23 €	61,491.00 €
Banking & Insurance Industrial	38,269.00 €	41,876.92 €	47,600.00 €	59,304.31 €
Technology & Telecommunications NGOs	33,527.00 €	36,750.00 €	39,200.00 €	43,775.00 €
Leisure, Tourism & Hospitality Others	45,301.00 €	47,039.32 €	53,200.00 €	61,124.00 €

MBA

Salary is the consequence.
The real impact is the career
our students build.



MBA - Profile, Employability and Salary Evolution

Salary as a measure of impact

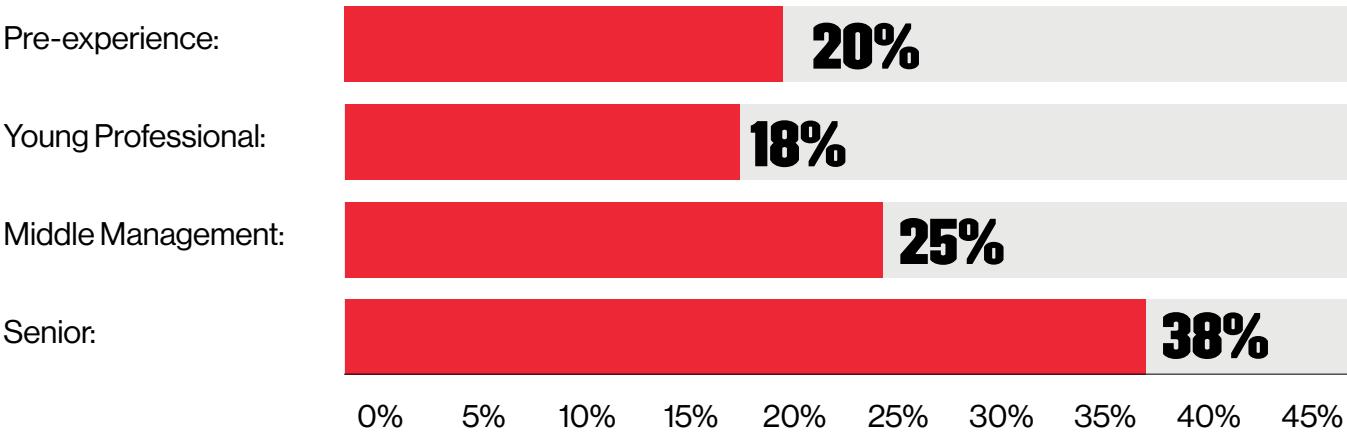
The data from this Employment Report 2025 confirms an unequivocal trend: investing in education at EAE Business School generates a measurable, constant and accelerated economic and professional return. Beyond the numbers, each percentage point of salary growth represents a story of personal transformation: a new responsibility assumed, a border crossed, a sector conquered.

The MBA student profile at EAE Business School corresponds to an experienced professional who seeks to accelerate their career toward leadership and management positions. With balanced gender representation and a strong presence of senior and middle management profiles, EAE MBAs form the group with the greatest potential for salary and functional transformation.

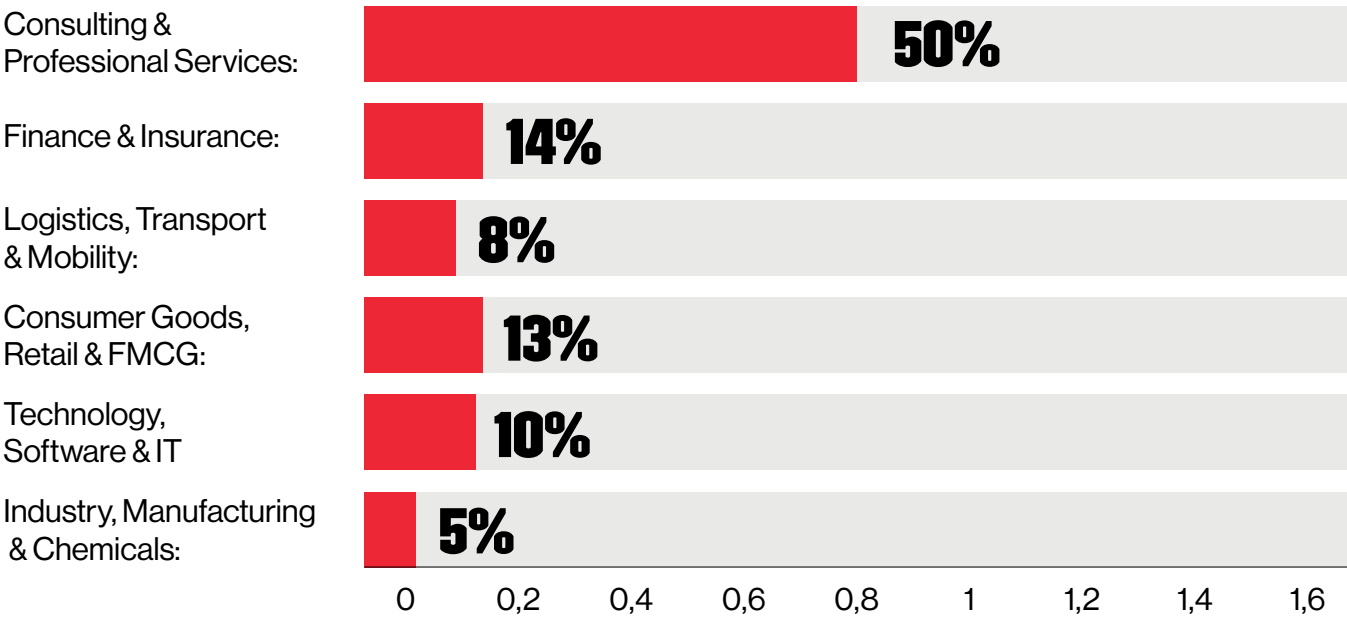


Salary as a measure of impact

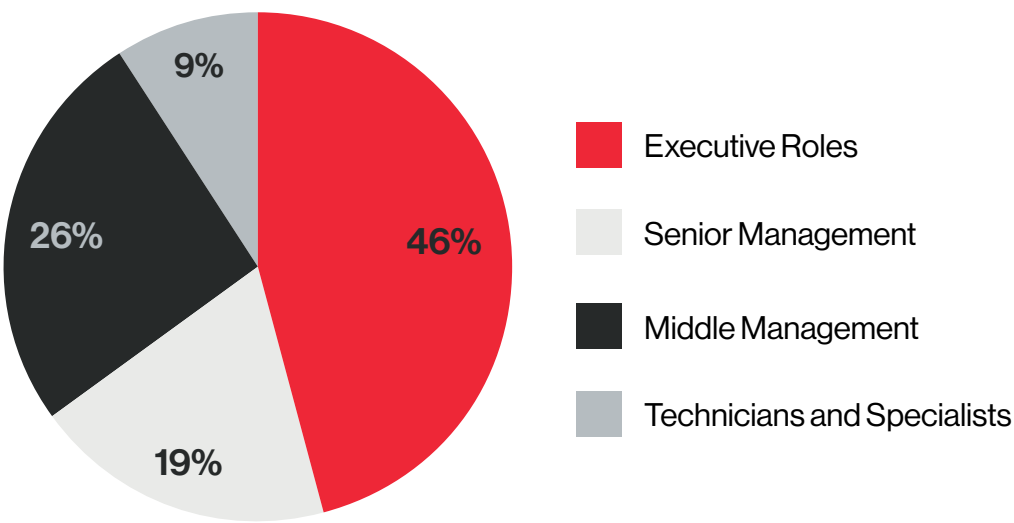
Experience Profile



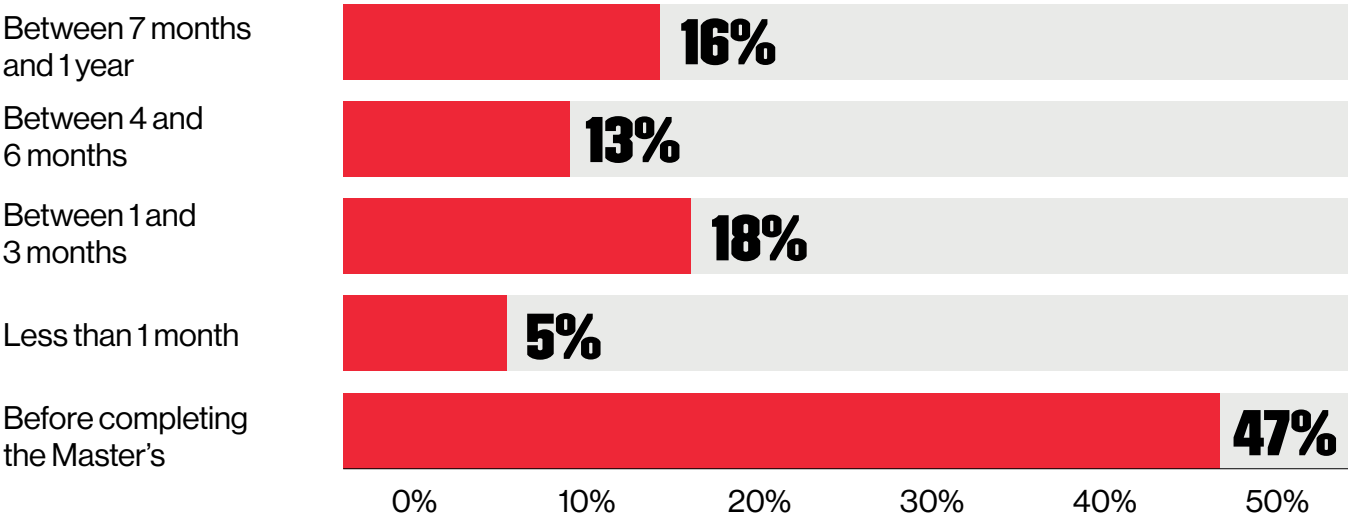
Experience Sectors



Professional categories



Total

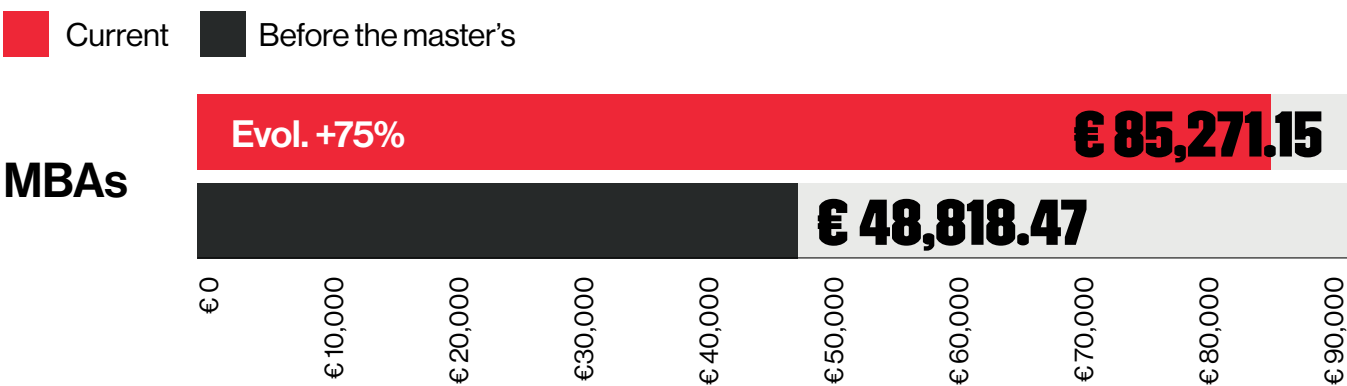


Salary evolution

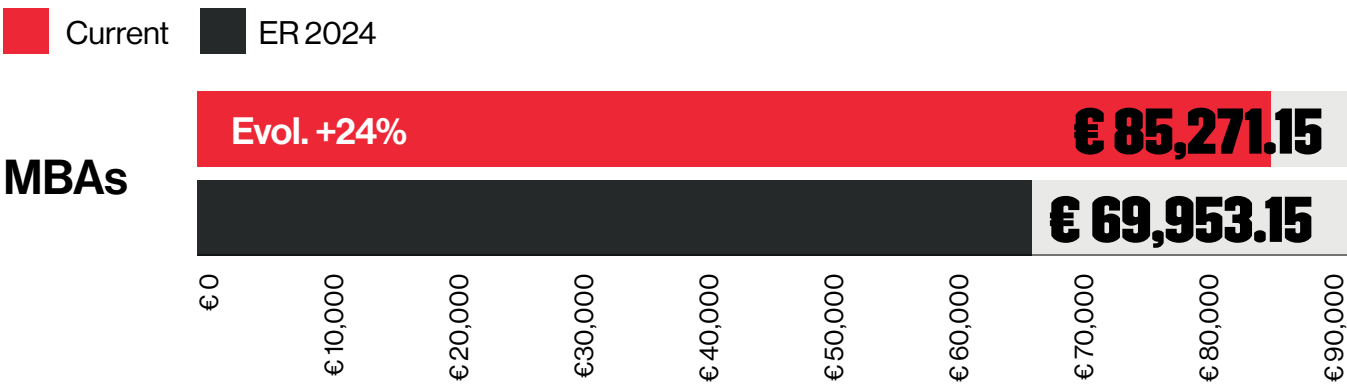
Graduates from our MBAs practically double their salary over the course of their post-training career.

The most significant jump occurs between 6 months and the first year, when new leadership and management roles consolidate and compensation adjusts to the level of responsibility assumed.

Salary before starting vs. current MBA salary



ER24 salary vs. current ER25 MBA salary



CHANGE MAKERS

Behind every result there is a story.
These are the people who activate change.





Career Switchers

EAE programs drive professional transformation, facilitating access to new industries, functions and markets.

Through the development of new competencies and the support of Career Services, students are able to reposition themselves strategically in the labor market.

Key Career Switch Indicators

Employed by completion

46%

Career advancement

59%

Changes role

62%

Relocates

36%

Changes sector

42%



The Triple Jump Effect

The transformative impact of the master’s on your career

Sector
51.6%

Change sector
+23,8% vs. 2024



Function
65.1%

Change function
+1,6% vs. 2024



Country
48.7%

Change country
+36,1% vs. 2024

In 2025, the Triple Jump is not an aspiration, but a consolidated reality. 4 out of 5 graduates have tangibly improved their employment situation.

Professional mobility in 2025 is not linear; it is strategic. At EAE Business School, we facilitate transitions toward the areas with the highest projection, promoting access to critical roles in digital and global ecosystems.

The highest-impact specialization paths this year are:

Triple Jump Evolution

Drivers of Change	2023	2024	2025	ER24 vs ER25
Country change	40%	36%	49%	+36.1%
Sector change	37%	42%	52%	+23.8%
Function change	61%	62%	63%	+1.6%

Marketing ➡ Product / Digital Strategy
Operations ➡ Global Supply Chain
Finance ➡ Data & Business Analytics

Change makers



Laura Patiño Orozco
B2B Sales & Partnerships Joivy

My legal training gave me a very structured foundation for analyzing problems, understanding contexts and making decisions with judgment, but I always felt I wanted to be in a more dynamic role closer to the business. That is why I moved into the commercial area within the pharmaceutical industry, where I began to have my first contact with marketing and sales.

Even so, I felt that I was doing many things more from intuition or experience than from truly solid marketing knowledge. The master's program was key precisely for that: it gave me a much clearer strategic framework, helped me better understand the customer, sales processes, product positioning and, above all, how to connect all of that with business results.

More than a radical change, I feel it as a very coherent evolution within my career path. I have been able to integrate my analytical skills from law with a much more market-oriented vision, which makes me feel much more prepared and confident today to take on commercial and marketing roles with greater responsibility.



Stories of professional transformation



Daniel Grilo Mendes
Regional Rental Manager EMEA Global Franchising Enterprise Mobility

From the start of the master's program, I perceived a real commitment from EAE to support students' integration into the labor market. The guidance at every stage of the selection process was key to achieving my professional objectives.

This support allowed me to make the change I was looking for and begin my career at Enterprise Mobility, where I have developed my career to take on responsibilities at an international level. I changed country and now operate in the United Kingdom, completing Enterprise Mobility's Graduate Program.

Internships

REAL EXPERIENCE. REAL IMPACT.

The year 2025 has consolidated our internship program as a strategic bridge between cutting-edge training and the real demands of the labor market. With a clear focus on digitalization and sustainability, our students have led high-impact projects in top-tier business ecosystems.

Companies' commitment to attracting early talent is reflected in solid indicators that demonstrate the quality and dedication of our students. During the last year, more than 1,800 students accessed an internship experience, consolidating this process as a key step toward labor market entry.

Today, practical experience makes the difference: it allows students to position themselves, gain visibility and move more quickly toward their first professional role.

2025 in figures

Internships
Completed

1,800

Available
Offers

+7,000

Incorporation
Periods

3 / 6

Months

Internship
Conversion rate

96%

No. of financial
aid grants

850

High sector and
business diversity

+30

New companies in 2025

Activity Snapshot

The analysis of internships completed this year reveals a clear trend toward digital transformation and talent management, areas that are now at the core of business competitiveness.

Highlighted knowledge areas

97%

Marketing & Digital

Leader in volume, remains the most consistent sector.

97%

Business Management

Maintains a solid base.

95%

Talent & Leadership Management

Reactivated through specific specializations.



Enrollments by Program

Field of Knowledge 2024 Intake	Program/ Master's	% Employment Rate
Business Management	MBA (Spanish Edition)	93%
	Executive MBA	94%
	International MBA	84%
	Master in Management	93%
	Master in International Business	97%
	MBA en HealthCare Management	97%
	Luxury Brand Management MBA	100%
Marketing & Digital Transformation	Master in Marketing & Sales Management	97%
	Master in Marketing and Sales Management	94%
	Master in Marketing Digital & E-commerce	96%
	Master in Marketing Digital & Growth Hacking	95%
	Master in Fashion & Beauty Marketing Management	93%
Talent & HR	Master in Human Resources & Talent Development	95%
Finance	Master in Corporate Finance	94%
	Master Degree in Financial Management	92%
Project Management	Master in Project Management	98%
	Global Master in Project Management	96%
Supply Chain & Logistics	Master in Supply Chain Management & Logistics	99%
Big Data, Analytics & Tech	Master in Big Data & Analytics	89%
	Global Master in Business Analytics & Data Strategy	84%
Sustainability & CSR	Master in Sustainability Leadership & CSR	89%
Entrepreneurship & Innovation	Master in Entrepreneurship & Innovation	95%
Law & Economics	Master in Economic Analysis of Law	100%

Average result for the full internship intake

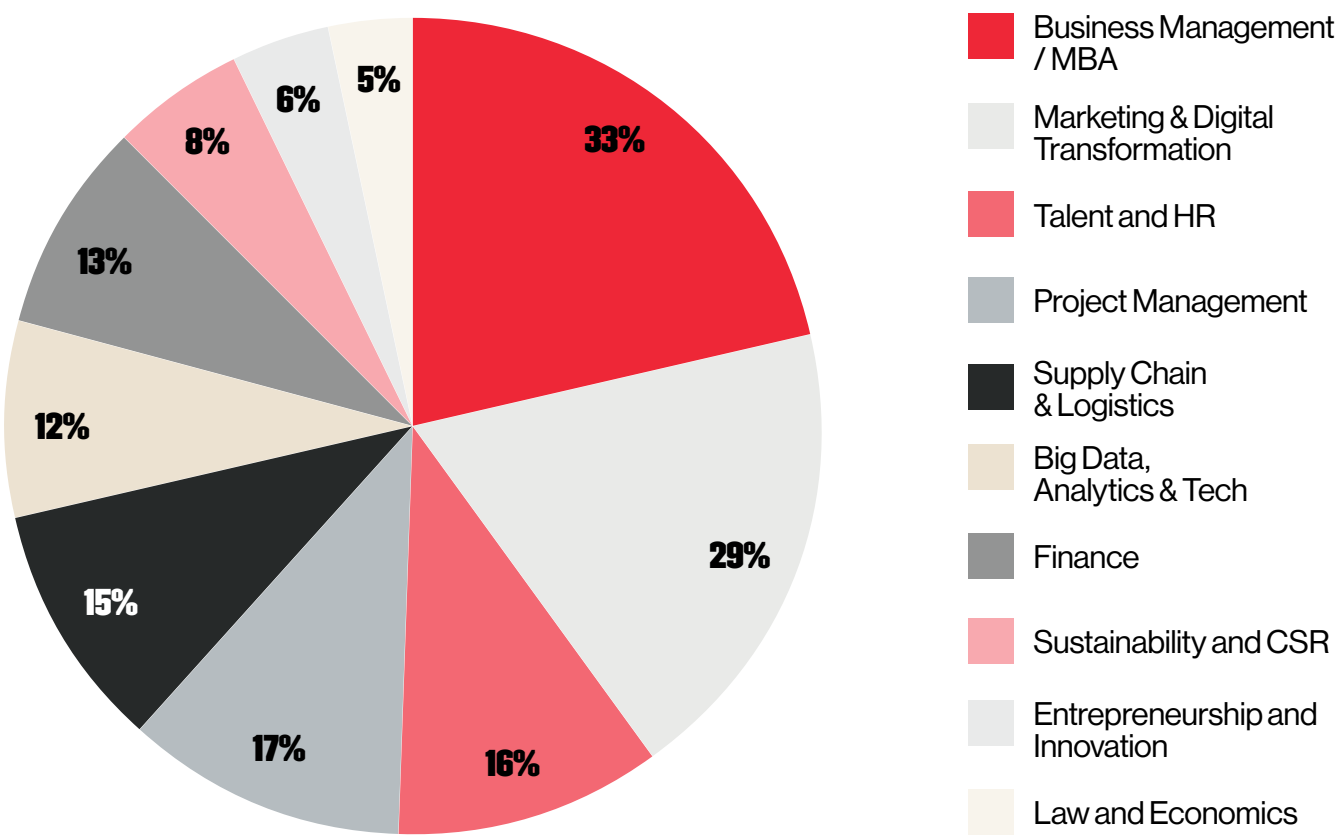
94%

Ecosystems with the greatest traction

Demand for profiles has been especially intense in sectors redefining the global economy. Technology and IT, Digital Consulting and the Financial Sector (Banking and Insurance) stand out. Likewise, the rise of ESG and Renewable Energy has generated a steady flow of new opportunities, together with the dynamism of the Startups and Innovation ecosystem.

The market continues to prioritize profiles with digital capabilities and technical specialization, a trend already reflected in the internship distribution.

Student placements by knowledge area



How do our students access internships?

Access to internships is achieved through multiple channels, combining digital platforms, networking, and institutional support.

Career Services	➔ 46%
LinkedIn	➔ 27%
EAE faculty	➔ 14%
Infojobs	➔ 9%
Own contacts	➔ 4%



Internship Conversion Flow

Access to internships at EAE is structured through a process that supports students from their activation in the Career Services area through to their entry into the market. With more than 2,100 students registered in Career Services and 1,800 internship placements, the model reflects a high capacity for conversion and activation of real opportunities.

This process consolidates the role of the Career Services team as a key facilitator in the transition to the professional environment.

Top Hiring Companies



Conversion funnel

Offers
7,500



Interviews
4,700



Placements
1,800



Conversion Rate
96%



Fabiana Finocchiaro
Career Talent Acquisition Partner & University Relations Lead, Schneider Electric Iberia

"The EAE profiles are very important to us because they come prepared with the motivation to learn with us."



Felicitas Escobar
Talent Acquisition & Campus Management, L'Oreal

"The collaboration with EAE is based on a strategic, fluid and trust-based relationship. It allows us to connect with diverse talent, with solid training and a strong capacity for adaptation, aligned with our culture of innovation. We especially value the team's proactivity and closeness, as well as the agility in profile management and personalized follow-up in each process. We appreciate their ability to understand our real needs and generate joint actions that strengthen the relationship beyond talent placement."

Testimonials



Jenny Hall
Master in Marketing and Commercial
Management, Bayer

"The advice I would give to all students is to make the most of the Career Advisor, attend all the activities and, in that way, develop themselves, find good internships, make contacts and achieve their goals."



Marta de Beascoa Vives
Talent Acquisition Partner,
Grupo Planeta

"During my Master's at EAE, the CDC team accompanied and advised me at all times. I actively searched for internships on JobTeaser and participated in several processes, obtaining a first opportunity at The Client Group, whose agreement was managed very quickly by the CDC. Later, I joined Grupo Planeta and, before finishing the internship, I was offered a job in HR, in the Recruitment area. All of this was possible thanks to the opportunity to complete an internship through the master's program."



Irina Martinez
Master Supply Chain Management & Logistics
L'Oréal

"Thanks to this support, and also to the Talent EAE organized by the school, I obtained a job opportunity at L'Oréal, making a leap from the HR sector to operations and customer care management, a role I currently hold and which fulfilled one of my goals in studying the Master in Supply Chain Management & Logistics."



Emma Hecker
Master in Project Management
eBay

"Today I received the award for best talent and I feel very honored. My hard work and all the effort I put in every day have been recognized with this award."



ENTREPRENEURSHIP



An ecosystem that turns ideas into real impact

EAE Business School's entrepreneurship ecosystem is configured as an integral pipeline that accompanies entrepreneurs from ideation to scalability and investment attraction.

Through a unified model that combines training, incubation and acceleration, EAE drives the creation of real startups, validated in the market and with growth capacity.

This approach connects all phases of the entrepreneurial journey:

Training ➡ Validation
➡ Acceleration ➡ Investment
➡ International Expansion

Tech for Impact: Technology as a Driver of Sustainability



Entrepreneurial ecosystem impact in figures

Throughout 2025, EAE Business School's EAE Emprende program consolidated its position as an accelerator of international talent, supporting more than 600 students from 35 nationalities.

During this period, students participated in a structured entrepreneurship itinerary that culminated in the development of their own MVPs (Minimum Viable Products) and the consolidation of solid business models.

This journey not only validated the technical viability of the projects, but transformed ideas into real solutions prepared for the global market.



Projects Created & Ecosystem Growth

These results reflect a growing ecosystem with the capacity to generate value from early stages and consolidate initiatives with market traction.

38

Active projects in the ecosystem

52

Jobs generated

5

Startups with external financing

127

projects incubated and accelerated over the last 10 years

+2M€

In total ecosystem revenue

+6M€

raised in investment rounds

1,5M€

Average revenue for mature-stage startups

The Impact of the Entrepreneurial Ecosystem in Figures

EAE's entrepreneurial ecosystem drives startup development across multiple industries, reflecting the diversity and adaptability of talent.



Technology, AI and digital platforms



Agents IAN

EdTech & Artificial Intelligence

Platform that facilitates AI adoption in companies and institutions through training, consulting and practical tools.



Agentsy.pro

Artificial Intelligence

Solution focused on scaling professional knowledge through digital assistants applied to organizations.



Keonus

AI & Data Analytics

Predictive analytics platform that identifies emerging trends and enables companies to make strategic data-driven decisions.



Konnnect

Tech & SaaS

Collaborative management tool for business planning and project execution using AI.



Pets Stays

Digital platform / Marketplace

Solution that enables users to search and book pet accommodation, bringing transparency and trust to a growing sector.

Fintech, business and new economic models



Tramon Capital

Fintech & Blockchain

Platform that facilitates investment in alternative assets through tokenization, improving accessibility and diversification.



PlanV

LegalTech / SaaS

Digital platform that connects users with legal service providers, optimizing contracting and management processes.



Oteero

Fintech

Payment automation and receivables management solution for SMEs, improving liquidity and financial efficiency.

Consumer, lifestyle and new experiences



Cactus 75

Consumer & Lifestyle

Beverage brand with differentiated positioning that combines product, branding and experience in premium segments.



Butcamp

Experiences & Events

Platform that designs team building and well-being experiences combining adventure, sports and personal development.



Wave Atlas

Tourism & Experiences

Project focused on personalized surf and active tourism experiences, with a focus on sustainability and personalization.



Awaken

Well-being & Community

Marketplace connecting people with personal growth experiences, retreats and specialized facilitators.

Social impact, sustainability and health



Polar NanoPharma

HealthTech

Nanotechnology solutions for drug administration, with potential impact on oncology treatments.



Grosellas

Silver Economy & adaptive fashion

Project focused on functional fashion for older adults, combining design, accessibility and well-being.



Sharetago

Sustainable mobility

B2B platform that optimizes the use of corporate transport through shared mobility models.

Product, sports and new niches

LYNX

Lynx

Sports & Product

Compact sports equipment designed for flexible lifestyles and training anywhere.



ShotBasketball23

Sports & Training

Academy that combines sports training with personal development and professional skills.



De la Mano de Dios

E-commerce & Lifestyle

Accessories brand with cultural identity, reinterpreting traditional elements in a contemporary key.

Testimonials



Valentina Ortiz
Founder, PlanV

"The Entrepreneurship Hub at EAE gave us something no course teaches: speed. In a few weeks, we went from an idea to a real MVP, iterated with users and validated what really matters."

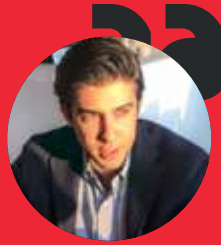
The structure of the program forced us to make quick decisions, without falling into paralysis. For any founder at an early stage, this is the environment where ideas begin to become reality."



Vanessa Moyano & María José Oyarzún
Co-Founders, ESEIS

"We met while studying at EAE, and it was here that we decided to turn our passion for fashion into a real project. The Entrepreneurship Hub gave us the momentum to launch our product and, within a few months, we were already collaborating with influencers in Spain."

What started as an idea shared by two friends now has traction, community and growth projection. If you have an idea - and the right person by your side - this is the place where it begins to take shape."



Oscar A. Alvarez.
Founder, Pets-Stays.

"The Propeller program at EAE Business School has been a transformative experience, with high-level classes, highly involved mentors and professors, and the support of the university. It gave us structure, strategic clarity and practical tools to grow with focus."

Without a doubt, it is a very valuable platform for any startup that truly wants to move forward. With Pets-Stays, we experienced the program very actively, strengthening our model and preparing for expansion. I recommend future entrepreneurs take the step, commit to their ideas and make the most of these types of initiatives. The country needs more people who dare to follow their dreams and build projects with impact."



Economic impact and job creation

**EAE's
entrepreneurial
ecosystem actively
contributes to the
real economy:**

23

- Jobs generated in active projects
- Projects in growth phase with scalability potential
- Progressive revenue generation from early stages

**Access to
Financing:**

150,000€

- raised in an investment round (TucanPay)
- Startups with access to investor networks and seed capital

**Evolution
& Growth:**

1,5M€

- in revenue from consolidated projects
- EUR 500K - EUR 700K in initial-stage revenue (incubation programs)
- Sustained ecosystem growth and market validation



EAE entrepreneurial development model

A structured journey from idea to market

EAE’s entrepreneurship model is based on a complete pipeline that supports students throughout every stage of project development.

01.

EAE Piramide Idea development (initial phase)

Program aimed at transforming ideas into structured business models.

+350 Participating students

+30 Projects developed.

+90 Specialized advising sessions

02.

Propeller Incubation and acceleration

Intensive program to validate projects in the real market and generate revenue.

+235 Advising sessions

+88 Mentoring sessions

+13 Specialized workshops

Includes:
Customer validation,
Commercial development
Investment preparation.

03.

Ruta E Comprehensive entrepreneurship program

A 15-month journey that supports different profiles:

- 01. Explorers (initial ideas)
- 02. Builders (projects in progress)
- 03. Replicators (international entrepreneurship)

04.

Babson Student Challenge International Connection

A global initiative that enables students to develop innovative solutions in real-world environments, driving:

- 01. Entrepreneurial Mindset
- 02. Execution Capacity
- 03. Impact Focus

Methodology

FROM LEARNING TO EXECUTION

- ➔ Lean Startup & Customer Validation
- ➔ Learning by doing
- ➔ Agile Prototyping (No-Code & AI)
- ➔ Mentorship with Experts & Entrepreneurs
- ➔ Investment Readiness

➔ **Key Differentiator:**

EAE drives the real creation of business projects, going beyond theoretical training.

Network of Partners & Innovation Hubs:

EAE connects its students with the entrepreneurial ecosystem through strategic alliances:



Investor Network:



Corporate Engagement & Innovation Activities

As part of the practical learning model and connection with the business ecosystem, EAE promotes initiatives in collaboration with leading companies, enabling students to work on real challenges and develop competencies in applied environments.



4YFN 4YFN Mobile World Congress

Under the slogan “**Smart Innovation for a Sustainable Future**”, EAE Business School reinforced its positioning as a global innovation hub during its participation in 4YFN.

+150

Participants

Students, together with professors, mentors and investors, participated actively, generating real connections and professional development opportunities.

BStartup

In this context, the 5th edition of the Tech & Planet Awards was held, organized together with Banco Sabadell's BStartup, consolidating the school's commitment to projects that combine profitability and impact.

The startup Alivion was recognized as the 2025 winner for its technology proposal aimed at improving people's quality of life.

DEMODOY

EAE also organized a Demo Day, where incubated projects presented their progress to experts and investors, alongside a strategic activity agenda:

- Round tables on innovation and creative entrepreneurship
- Presentation of projects in the Babson Challenge
- Live recording of the “Golden Coast” podcast with ecosystem leaders



Amazon PartyRock (AWS) Innovation in generative AI

EAE Business School incorporated PartyRock, the Amazon Web Services platform, as part of its innovation ecosystem, allowing students to work with generative artificial intelligence in real environments.

Through this initiative, the following were developed:

- Creation of No-Code applications based on AI
- Specialized workshops in Generative AI with AWS experts
- Innovation hackathons focused on sustainability and operational efficiency

This integration accelerated project validation and strengthened students' technological competencies in a context of digital transformation.



Mahou San Miguel New Drinks: Innovation challenge in customer experience

In collaboration with Mahou San Miguel, students participated in a business challenge focused on creating a community of new consumers around innovative beverages.

The challenge addressed key aspects such as:

- Consumer behavior
- Brand positioning
- Engagement and loyalty strategies

Teams developed strategic proposals responding to real market needs, later presented to company professionals at their offices.

The experience was completed with networking activities and visits to facilities, allowing students to connect directly with the business environment and apply knowledge in real contexts.



Key milestones of the 2025 ecosystem



3 Startups selected for the Alcobendas Emprende program

BStartup ✈️ | *dayone*

Recognized by investors as a high-potential startup incubator



Aloja Experience celebrated 5 years since incorporation



Awarded Best Startup



Facticia Studio selected for the International Lab program



TucanPay raises €150,000 in investment round





Innovation from within organizations

The impact of entrepreneurship at EAE is not limited to the creation of new business projects.

Many alumni lead innovation initiatives within companies and startups, driving transformation from strategic positions and developing solutions with real market impact.

Featured case



Facticia Studio

AI & Digital Product

A startup in the field of Artificial Intelligence that evolved from an initial validation phase to the launch of its own digital platform in one year.

Facticia Studio

From validation to product launch in one year



Facticia Studio is a startup in the field of Artificial Intelligence that evolved during 2025 from an initial validation phase to the launch of its own digital platform.

The project secured its first client and first sale in January, initially consolidating a service-based model while advancing in the development of its own technological product.

During the year, the project's growth progressively accelerated, enabling market validation, increased client recurrence and the consolidation of a more solid structure, incorporating a CTO as a partner and a specialized creative team.

In addition, Facticia Studio participated in strategic programs such as the EAE Business School incubator and Startup Alcobendas, gaining recognition in different Demo Days and strengthening its positioning within the entrepreneurial ecosystem.

This case reflects how the EAE ecosystem supports the transformation of ideas into projects with real validation, traction and growth capacity.

Current KPIs and 2025 milestones:

PIRAMIDE

Helped define the problem and structure the opportunity.

PROPELLER

Drove the development of the business model.

EAE IN RESIDENCE

Facilitated workspace and talent support.

Current KPIs and 2025 milestones:

+40

Active users

6,658€

Revenue in 2025

1º

in January

1º

in January

3º

Demo Day EAE

1º

Startup Alcobendas

2026 Objectives

500

Active Users

2026 Objectives

X3

Triple annual revenue

GLOBAL RECOGNITION



Rankings

EAE Business School is present in the main national and international rankings of high impact due to its prestige, rigor and global reach. These rankings are a reference when assessing educational quality, the profile of students and faculty, and the School's international influence.

EAE programs are present in the following international rankings: QS, Bloomberg, Youth, Eduniversal and CEO Magazine. EAE programs are also present in the following national rankings: El Mundo Masters and Forbes.



QS World University Rankings



Ranking QS
The Global MBA ranked 4th in Spain and 121st worldwide in 2025, moving up one position nationally compared with 2024.

#1

Master's in Supply Chain
ranked No. 1 in Spain



#1

Published Opportunities
(Internships & Jobs)



#2

QS Online MBA
The Global MBA ranks among the best in Spain.



#3

QS Global Master
The Master's in Big Data & Analytics stands out as one of the top programs in Spain.



#3

QS Global Masters
EAE's Master's in Marketing & Sales is one of the top programs in Spain.



#3

QS Global Masters
EAE's Master's in Finance consolidates its position among the best programs in Spain.



#4

QS Executive MBA
EAE's Executive MBA is one of the leading programs in Spain.



#4

QS International Trade
EAE's MIB ranks among the best programs in Spain.



#5

QS Global MBA
EAE's MBA stands out among the best in Spain.



#8

QS Global Masters
EAE's Master in Management is one of the top programs in Spain.



El Mundo



El Mundo Ranking (online masters)
The Global Master in Marketing and Commercial Management has remained in the number 1 position in recent years (2022-2024).

#3

Master in Marketing & Sales
Third best master's in Spain in the Marketing area.

ELMUNDO

#3

Master in Supply Chain Management & Logistics
Third best master's in Spain in the Operations area.

ELMUNDO

#4

Master in Finance
Positioned as the fourth best master's in Spain in the Finance area.

ELMUNDO

#4

Master in Human Resources
Fourth best program in Spain in People Management

ELMUNDO

#5

Máster en International Business
Quinto mejor programa de España en el área de Comercio Internacional.

ELMUNDO

Bloomberg

Top 20 Bloomberg Businessweek's:
EAE Business School ranks among the top 20 European business schools to do an MBA.

The MBA

#18

EMEA

Bloomberg Businessweek BEST B-SCHOOLS

Eduniversal



Ranking Eduniversal
The Master in Project Management ranks 22nd worldwide and 2nd nationally, improving its position compared with 2024.

12

Masters positioned among the best in the world.



#2

Master's in Corporate Communication & Brand Management



#2

Master's in Project Management



#2

Master's in Supply Chain Management & Logistics



#2

Master's in Marketing Management



#3

Master's in Human Resources



#3

Master's in Big Data & Analytics



#3

Master's in Entrepreneurship



#5

Master's in International Business



#6

Global MBA



#6

MBA



#6

Master's in Finance



#11

Master's in Digital Marketing & Growth Hacking



EAE Business
School

**Your career,
Your impact,
Your future.
It starts at EAE.**

**WE MAKE
IT HAPPEN**





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