

Employment report 2025

From students to professionals

TALENT READY FOR A CHANGING WORLD

Higher education does more than develop skills; it broadens our understanding of the world and prepares us to make a positive impact on it.

It equips us to inspire change and transform both professional and social environments through knowledge and values, helping build a more equitable and sustainable future.

P. EDUARDO Gómez Martín

PRESIDENT OF ESIC UNIVERSITY

“We are pleased to present a new edition of the ESIC Employment Report, offering a clear picture of the journey our graduates begin once they leave the classroom and take on the challenge of creating value in the professional world.

This report enables us to assess not only employability outcomes, but also the growth of our alumni and their contribution to organisations operating in increasingly complex and competitive environments.

At ESIC, we see education as a process that goes beyond the acquisition of knowledge. We prepare professionals who can interpret their environment, anticipate change, and create meaningful impact through ethics, innovation, and strategic thinking. This approach is reflected in the workplace, where our graduates stand out for their versatility, results-driven mindset, and awareness of both business and societal challenges.

The close relationship between ESIC and the business community remains one of our defining strengths. Through this connection, we ensure that our programmes remain aligned with real market needs while facilitating a smooth transition from academic life to professional practice. This report highlights the strength of that relationship and the value it creates for both our students and the organisations that place their trust in their talent.

Over the years, we have built a global community of professionals who share not only an educational background, but also a common understanding of business and its role in society. Today, that community continues to grow, evolving into an active, dynamic, and engaged network.

I would like to thank everyone who makes this project possible, our alumni, partner organisations, and ESIC teams, for their commitment and trust. We will continue working to develop professionals capable of leading with sound judgement, responsibility, and a long-term vision”.



“We prepare professionals who can interpret their environment, anticipate change, and create meaningful impact through ethics, innovation, and strategic thinking”.

VERÓNICA

Jiménez-Folcrá

UDP

PROFESSIONAL
DEVELOPMENT
UNIT

“It is a pleasure to share a new edition of the Employment Report. At the Professional Development Unit, we are guided by a clear purpose: to support every student and alumnus throughout the development of their professional journey, recognising that success does not follow a single path, but can be achieved through many different ways of creating value. Our approach is built around two key pathways for professional development:

01 EMPLOYABILITY

On the one hand, employability, where we help students and graduates access opportunities within leading organisations through comprehensive support. This includes everything from defining a professional profile and strengthening key competencies such as adaptability, communication, and analytical thinking, to facilitating direct connections with employers. Our strong links with the market, reflected in the thousands of career opportunities managed each year, enable our graduates to secure positions aligned with their potential and aspirations.

02 ENTREPRENEURSHIP

On the other hand, entrepreneurship, which is becoming an increasingly relevant avenue for professional growth. At ESIC, we promote an entrepreneurial mindset as a cross-cutting competence that not only drives the creation of new businesses but also fosters innovation within existing organisations. Through incubation programmes, mentoring, access to investors, and participation in innovation ecosystems, we support those who choose to turn ideas into sustainable, real-world ventures.

Both pathways share the same foundation: developing talent with vision, sound judgement, and the ability to deliver results. Our goal is for every graduate to find their place in the professional world and actively contribute to the transformation of organisations and society. We will continue creating opportunities, building meaningful connections, and supporting the professional growth of our students and alumni at every stage of their careers”.



“Our goal is for every graduate to find their professional path and play an active role in transforming organisations and society.”

ESIC *in* 2025

TALENT · CONNECTIONS · FUTURE

This was a year of consolidation as a university institution, characterised by the strengthening of its academic model, the expansion of its international reach, and the continued advancement of its position in educational innovation and business engagement.



ESIC COMMUNITY, FILE IMAGE

60 YEARS

Transforming people, shaping futures.

The year 2025 marked a particularly significant milestone for ESIC University and ESIC Business & Marketing School as they celebrated their 60th anniversary, further strengthening a strategy built around four key pillars: academic excellence, business engagement, leadership in marketing and digital transformation, and internationalisation. Throughout the year, ESIC reinforced its position as one of the leading institutions in marketing, business, technology, and digital economy education across Spain and Latin America.

ESIC leveraged this milestone to reinforce its commitment to educational transformation and business leadership, highlighting its mission to develop professionals capable of creating a positive impact on organisations and society.

Throughout 2025, ESIC continued to expand its portfolio of specialised programmes in marketing, technology, and business, with a particular focus on areas such as Artificial Intelligence, Digital Business, Digital Marketing, Data Analytics, Innovation, and International Business.



A community shaping the future.

EDUARDO GÓMEZ MARTÍN AND ANAS ANDALOUSSI · ESIC/UDIA AGREEMENT

A year of transformation

01 *Strategic partnerships*

ESIC strengthened its commitment to innovation through partnerships with leading organisations. These included Adobe, making ESIC the first Creative Campus in Spain to integrate artificial intelligence and digital creativity into education; a collaboration with Anas Andaloussi, founder of UDIA, to develop innovative Artificial Intelligence programmes aligned with emerging market demands; and an international partnership with Istituto Marangoni, launching a dual-degree programme in Fashion Marketing between Madrid and Milan. Together, these initiatives enhance an educational model that is closely connected to technological transformation, internationalisation, and the development of the skills most sought after by employers.

02 *Research*

ESIC University once again hosted the IMAT Congress (Innovation in Marketing and Applied Technology) in Madrid, bringing together more than 300 professionals from academia, business, and education to discuss the role of critical thinking and the human factor in the age of Artificial Intelligence. The event further strengthened its reputation as a leading platform for educational innovation and knowledge transfer.

03 *Internationalisation*

The institution continues to strengthen its global network through academic agreements with prestigious universities and international programmes designed to provide a truly global learning experience. Key partners include ESSEC, Grenoble, Amsterdam University of Applied Sciences, and Hochschule Hannover. Each year, ESIC welcomes more than 300 international students while enabling more than 300 domestic students to study at partner universities worldwide, further reinforcing its position as a globally connected institution.

04 *Recognition*

ESIC continues to strengthen its standing in national and international rankings and recognition frameworks. Highlights include being ranked among the Top 20 universities in Spain according to Forbes, inclusion among the Top 100 universities worldwide by Youth Incorporated, strong performance in the CYD Ranking for internationalisation, employability, and research, and the retention of the highest QS Stars rating (5 Stars) in key categories such as teaching, employability, and internationalisation.

05 *Business engagement*

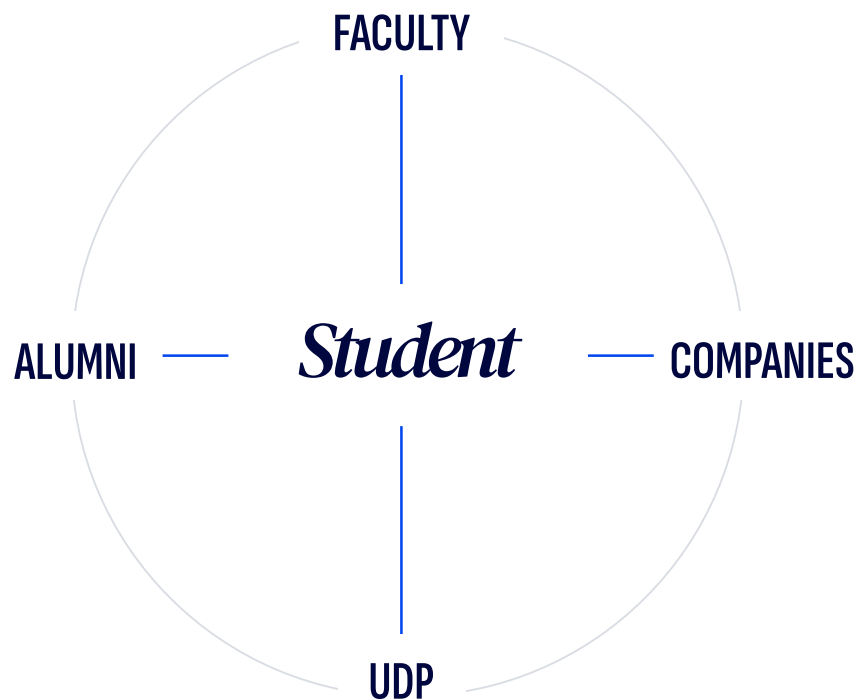
During the academic year, ESIC hosted more than 300 corporate and academic events, further establishing its role as a meeting point for business, talent, and knowledge. The institution's flagship event, Hoy es Marketing, once again brought together executives and leaders from national and international companies to explore the trends shaping the future of business. ESIC also continued its tradition of recognising business excellence, innovation, and social impact through a new edition of the Aster Awards, celebrating organisations and individuals whose achievements are making a meaningful contribution to society and the business community.

ESIC

employability model

An ecosystem that transforms talent into professional impact

At ESIC, employability is not an isolated outcome. It is the direct result of a model that brings together education, business engagement, and professional development to foster sustainable careers with long-term growth potential.



Students:

learning by doing and thinking like a professional

From day one, students begin building their professional profile through a learning experience centred on learning by doing, project-based work, real-world business challenges, and a results-oriented business mindset. Beyond technical knowledge, they develop professional competencies, adaptability, and a practical understanding of how organisations operate.

Faculty Professionals:

bringing industry experience into the classroom

Academic knowledge is enriched through the expertise of active industry professionals who bring current business challenges, methodologies, and in-demand skills directly into the classroom. Their close connection to the corporate world helps bridge the gap between education and professional practice.

Professional Development Unit: personalised career support

Employability is strengthened through tailored guidance that helps students define their career goals, enhance their professional profile, prepare for recruitment processes, and build connections with employers and professional opportunities throughout their academic journey.

Companies: active partners in the learning experience

Companies do far more than recruit talent. They contribute to the design and delivery of real business challenges, share market trends and insights, participate in networking events, and maintain ongoing engagement with students through internships, projects, and recruitment processes. This close collaboration ensures that learning evolves in step with the needs of the business community.

Alumni Community: a network that creates opportunities

A dynamic network of more than 80,000 professionals dedicated to connection, mentoring, and opportunity creation. Alumni become mentors, recruiters, business partners, and even faculty members, generating a continuous cycle of knowledge sharing and professional opportunities that supports the development of future generations.

This ESIC model prepares professionals who not only enter the job market successfully, but continue to grow within it, creating value, leading initiatives, and generating meaningful impact for organisations and society.

RECONOCIMIENTOS



RANKING CYD: Employability:

High performance in professional internships and graduate employment outcomes.



QS Stars 5-Star Rating – Employability:

Awarded the highest rating for outstanding graduate employment outcomes, a strong employer reputation, effective internship programmes, and the development of highly sought-after professional skills.



QS Stars 5-Star Rating – Entrepreneurship:

Recognised with the highest score for the university's entrepreneurial support ecosystem, access to funding opportunities, the number of active start-ups, specialised mentoring programmes, and the integration of entrepreneurship and business creation modules across its academic programmes.

Strategic talent partners

The Professional Development Unit (PDU) serves as a cornerstone of ESIC's model, adopting a distinctive approach as a strategic talent partner. By connecting business needs with highly qualified professional profiles, the PDU goes beyond traditional career services. Through a comprehensive recruitment, career guidance, and professional development service, covering every stage from profile definition to labour market integration, the PDU provides personalised support through dedicated specialists who understand the processes, timelines, and talent needs of employers.



BUSINESS AND KNOWLEDGE / STOCK IMAGE

Two pathways. One shared goal.

At ESIC, talent is not asked to choose between employment and entrepreneurship. Instead, students are prepared to pursue both throughout their professional careers.

Professional development with impact

01 / EMPLOYMENT

Through internships and career opportunities, the PDU facilitates a gradual and effective transition into the professional world by:

- Connecting students with real opportunities through recruitment processes and company-led projects.
- Supporting the development of the key competencies required in today's workplace.

The result is a professional profile highly valued by employers: well-prepared, versatile, and capable of integrating quickly into demanding professional environments.

02 / ENTREPRENEURSHIP

Entrepreneurship is viewed both as a genuine professional pathway and as a cross-disciplinary competence relevant to entrepreneurs and intrapreneurs alike. ESIC Entrepreneurs promotes an entrepreneurial mindset built on business-oriented innovation, value creation, and the ability to identify opportunities.

Key initiatives include:

- Incubation and acceleration programmes.
- Specialised mentoring.
- Access to investors and innovation ecosystems.
- Participation in hackathons and real-world projects.

EMPLOYMENT

- Entry into leading organisations.
- Professional career development.
- Application of skills in corporate environments.
- Access to the job market.

ENTREPRENEURSHIP

- Creation of entrepreneurial ventures.
- Development of one's own business.
- Application of skills in startup environments.
- Creation of new market opportunities.

Learn. Connect.

In addition, the PDU promotes key employability initiatives across Spain, creating continuous opportunities for interaction between talent and industry while supporting the professional development of both students and alumni. Career development and Entrepreneurship activities in 2025 include:

GUIDANCE AND PREPARATION

- Orientation Days.
- Presentations during Induction Weeks and information sessions.
- Meetings with student representatives.
- Online Employability Pathway programme reaching more than 1,400 students.
- Employability masterclasses covering professional profiling and job search strategies, personal branding, succeeding in recruitment processes, and strategic personal marketing.
- Boost Your Employability! masterclass for international programmes.

INNOVATION AND ENTREPRENEURSHIP

- Business & Innovation Hackathon (ESIC).
- Beyond Barriers Hackathons (ESIC & BBVA), HOFF, NTT DATA (Datathon), and Santalucía.
- Investor's Day (ESIC Entrepreneurs & Fellow Funders).
- Harbiz Masterclass on Entrepreneurship Challenges.
- Presentation of Startup Tactics with Paul Cheek at ESIC University.

EMPLOYERS AND CAREERS

- Live recruitment sessions and talent programmes with companies including El Corte Inglés, Farlabo, Iberdrola, ICEX, LEGO, L'Oréal, LVMH, MAPFRE, NATEEVO, Pronovias, and TEAM LEWIS.
- National session: Working in Spain: Legal Requirements and Administrative Procedures.
- ESIC Madrid masterclass: All You Need Is Job.
- ESIC Barcelona: Employability and the Professional Life Cycle.
- ESIC Barcelona: LinkedIn: The Tool That Creates Professional Opportunities.
- ESIC Navarra: Digital Generation, Change Agents Programme.
- Four EFMD HigherEd Virtual Career Fairs: FMCG, Graduate Programs, and Global Career Fairs (October and April).



ESIC SESSION / ARCHIVE

MEET

YOUR EMPLOYMENT JOB FAIR



MEET / ESIC FILE PHOTO

MEET, ESIC's flagship employability event, is held annually across Barcelona, Madrid, and Valencia campuses. Each year, it brings together more than 3,500 students and alumni and over 170 companies. Participants have the opportunity to explore career opportunities firsthand, gain insights into the most in-demand professional competencies, and learn about recruitment processes at leading organisations such as Burger King, BBVA, Mahou San Miguel, Grefusa, Hero España, NTT DATA, Banco Sabadell, Rosa Clará, and Danone. MEET has become one of ESIC's most significant platforms for connecting employers and talent, strengthening the relationship between academia and industry while facilitating access to high-quality professional opportunities.

+3.500 STUDENTS AND ALUMNI

+170 COMPANIES



María García Montes

CEO OF ZEVRA | @ZEVRACOMPANY

ALUMNI CFGS MARKETING & ADVERTISING

+ SPECIALISATION IN INNOVATION & ENTREPRENEURSHIP

"I searched on Google for the best marketing university in Madrid, and ESIC came up. I had previously completed a vocational qualification in fashion and, although my family did not support my decision because they did not believe in me, I chose to believe in myself. I worked as a shop assistant to fund my Higher National Diploma in Marketing & Advertising and my specialisation in Innovation & Entrepreneurship at ESIC. Even before I started, I dreamed of walking up and down the campus stairs every day. Thanks to the highly practical nature of the programme and its strong business focus, I soon started receiving job opportunities. However, I decided to turn them down in order to pursue my dream of becoming an entrepreneur. Today, at 24 years old, I am the founder of ZEVRA (@zevracompany), a handbag brand whose designs can change shape and colour.

If I could give one piece of advice to students, it would be to make the most of the opportunity. In my class, there were two types of students: those who were simply there, and those who sat in the front row and worked with genuine AMBITION. The difference is impossible to miss. ESIC was undoubtedly my starting point. The rest depends on how much you are willing to invest in yourself."

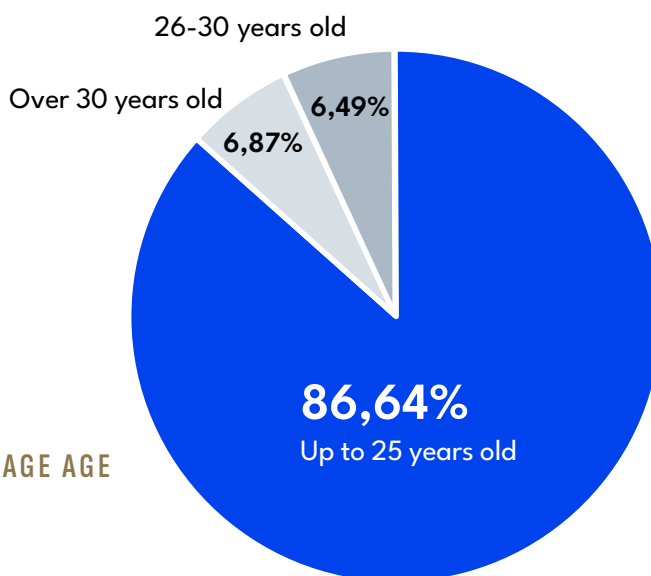
ESIC talent profile

UNDERGRADUATE PROGRAMMES

49,69 % male

50,31 % female

23,5 YEARS / AVERAGE AGE

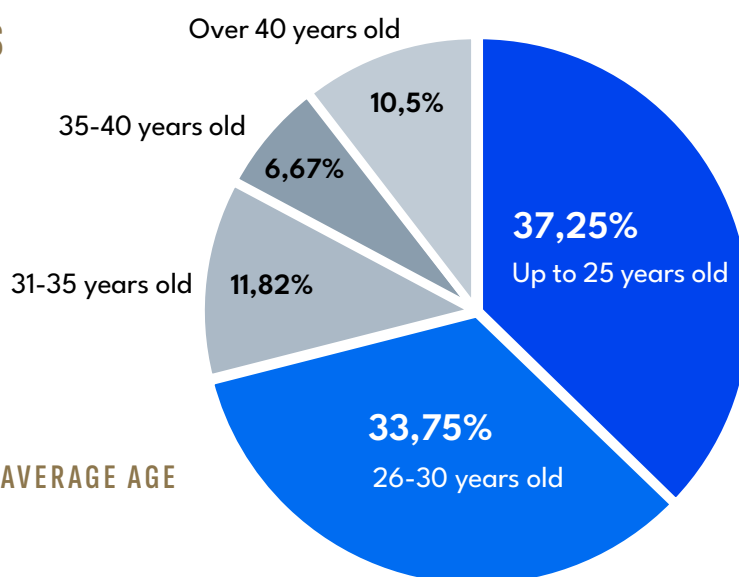


POSTGRADUATE PROGRAMMES

45,38 % male

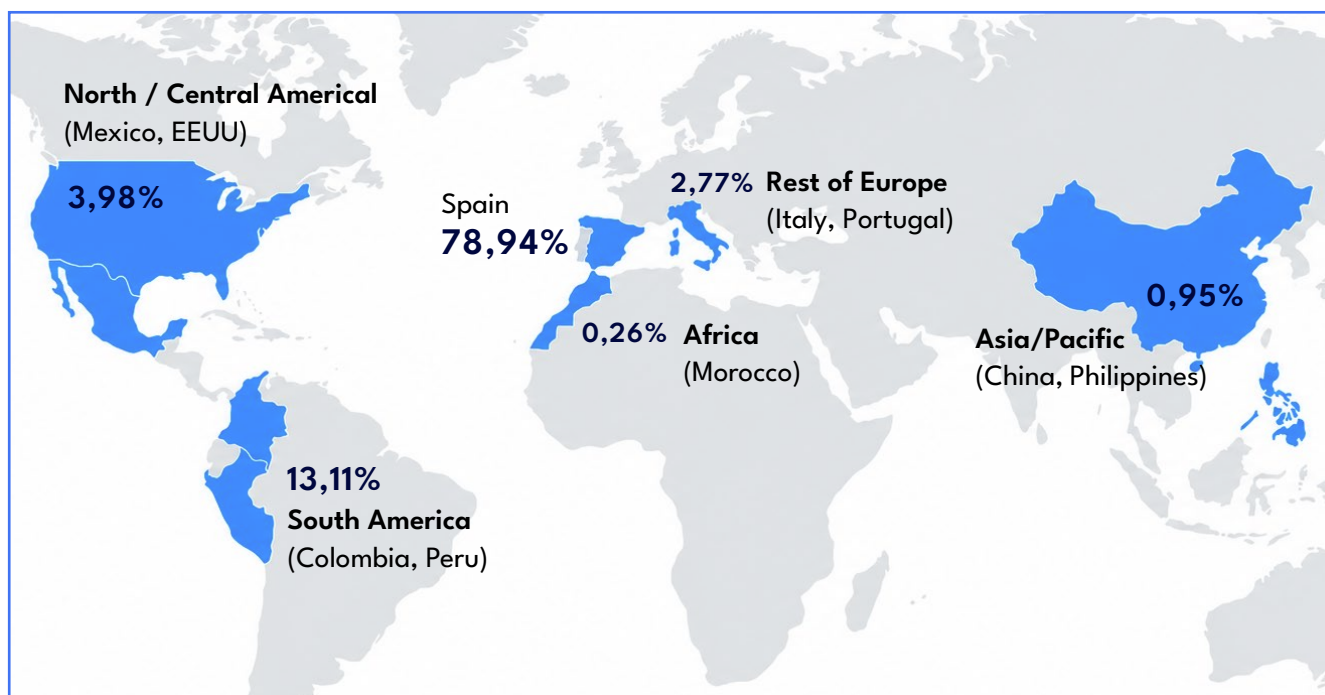
54,62 % female

29,5 YEARS / AVERAGE AGE



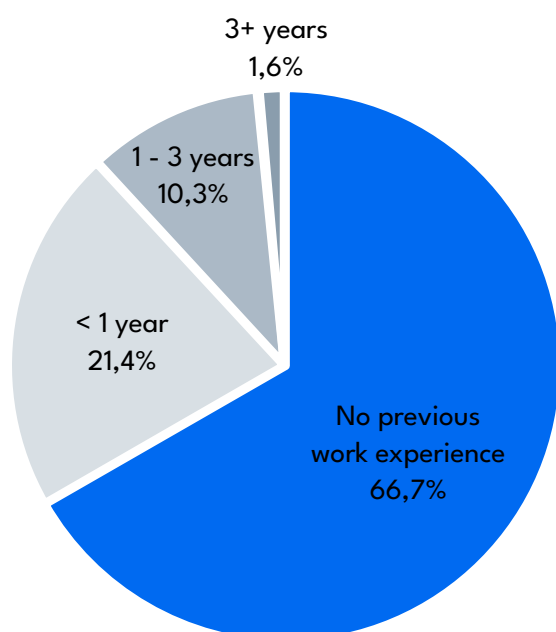
*Profile of graduates of the 23/24 graduating class.

50 nationalities

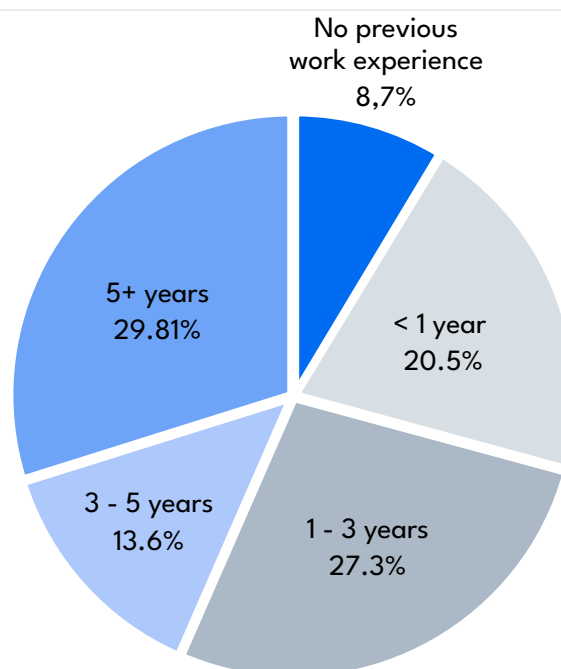


PREVIOUS PROFESSIONAL EXPERIENCE

UNDERGRADUATE PROGRAMMES



POSTGRADUATE PROGRAMMES



*Profile of graduates of the 23/24 graduating class.

ESIC talent: differentiating competencies

According to feedback from employers of ESIC students and alumni*, ESIC professionals stand out for their balanced combination of technical expertise and interpersonal capabilities, with the latter often representing the key differentiator in comparison with other talent profiles in the market.

*A profile defined by attitude,
adaptability and results orientation*



ELEVATOR PITCH CHALLENGE FINAL AT MEET YOUR EMPLOYMENT ESIC

*Based on employer surveys conducted among organisations hiring ESIC students and alumni.

01 Attitude

THAT MAKES THE DIFFERENCE: Companies agree that attitude is the differentiating factor in selection and subsequent hiring. • Proactive mindset and initiative • Motivation to learn and grow • Commitment and accountability • Strong results orientation.

02 Adaptability

AND RAPID INTEGRATION: Our talent is ready to create value from day one. • Quick integration into multidisciplinary teams • Ability to thrive in dynamic and changing environments • Flexibility and autonomy • Early contribution and impact.

03 Performance-driving

SKILLS: Professionals that combine strategic thinking with practical execution. • Teamwork and collaboration • Effective communication • Problem-solving capability • Attention to detail • Continuous learning mindset.

04 Global perspective

AND TECHNICAL EXPERTISE: Prepared for diverse cultural and professional international contexts with strong business and technical foundations and digital fluency.



Employability highlights

3.100+

PARTNER COMPANIES ENGAGED ANNUALLY

3.300+

INTERNSHIPS COMPLETED ACROSS CAMPUSES

1.800+

JOB OPPORTUNITIES MANAGED



The experience, in numbers

9,7

Satisfaction rating for personalised career guidance

9,2

Satisfaction rating for employability activities

8,7

Employer rating of ESIC students

8,7

Employer rating of the UDP

8,3

Overall student satisfaction with internships

7,95

Rating of employment expectations
following internships

40%

Students receive a job offer after
completing their internship

80%+

Believe ESIC has had a significant
impact on their employability

65%

Improve their salary within
one year of graduation

Employability rates

94,5% GLOBAL

93,5% UNDERGRADUATE PROGRAMMES 94,9% POSTGRADUATE PROGRAMMES



FROM TRAINING TO EMPLOYMENT / STOCK IMAGE

Academic areas

100,0% MBAs

98,3% MANAGEMENT

93,9% MARKETING
& SALES

87,5% COMMUNICATION
& ADVERTISING

100,0% HUMAN RESOURCES

93,8% INTERNATIONAL
TRADE
& BUSINESS

96,5% LOGISTICS
& FINANCE

100,0% TECHNOLOGY



Martina Baudino

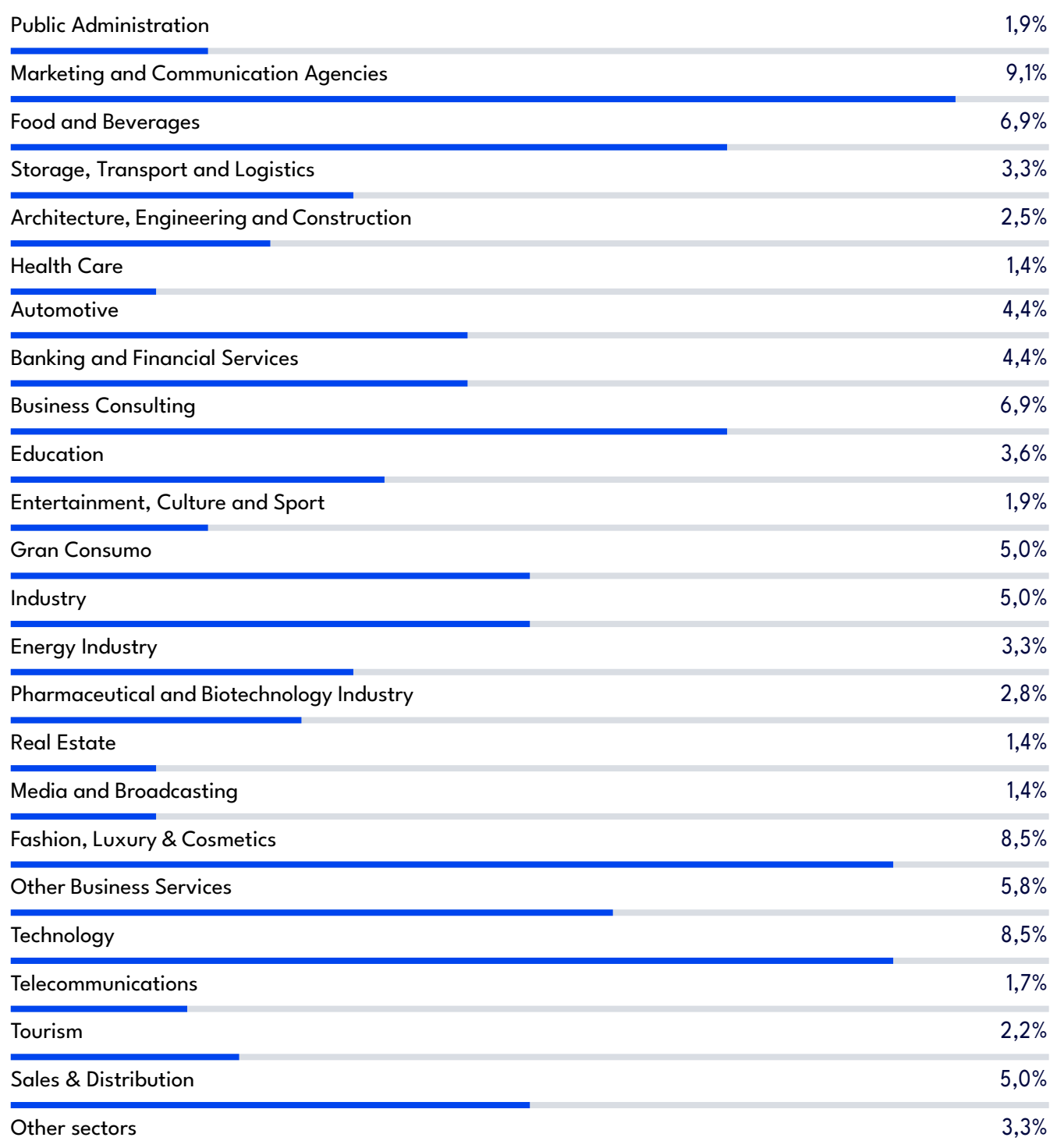
COMMERCIAL FINANCE MANAGER
COCA-COLA EUROPACIFIC PARTNERS
ALUMNI MÁSTER IN DIGITAL BUSINESS (MDB)

“I came to Madrid to study the Master’s programme, and it was an incredibly enriching experience both professionally and personally. What stands out most to me is the practical approach of the courses and the quality of the lecturers, accomplished professionals with inspiring careers and a highly up-to-date perspective on business and digital transformation. The programme helped me develop a more strategic, analytical and innovative mindset.

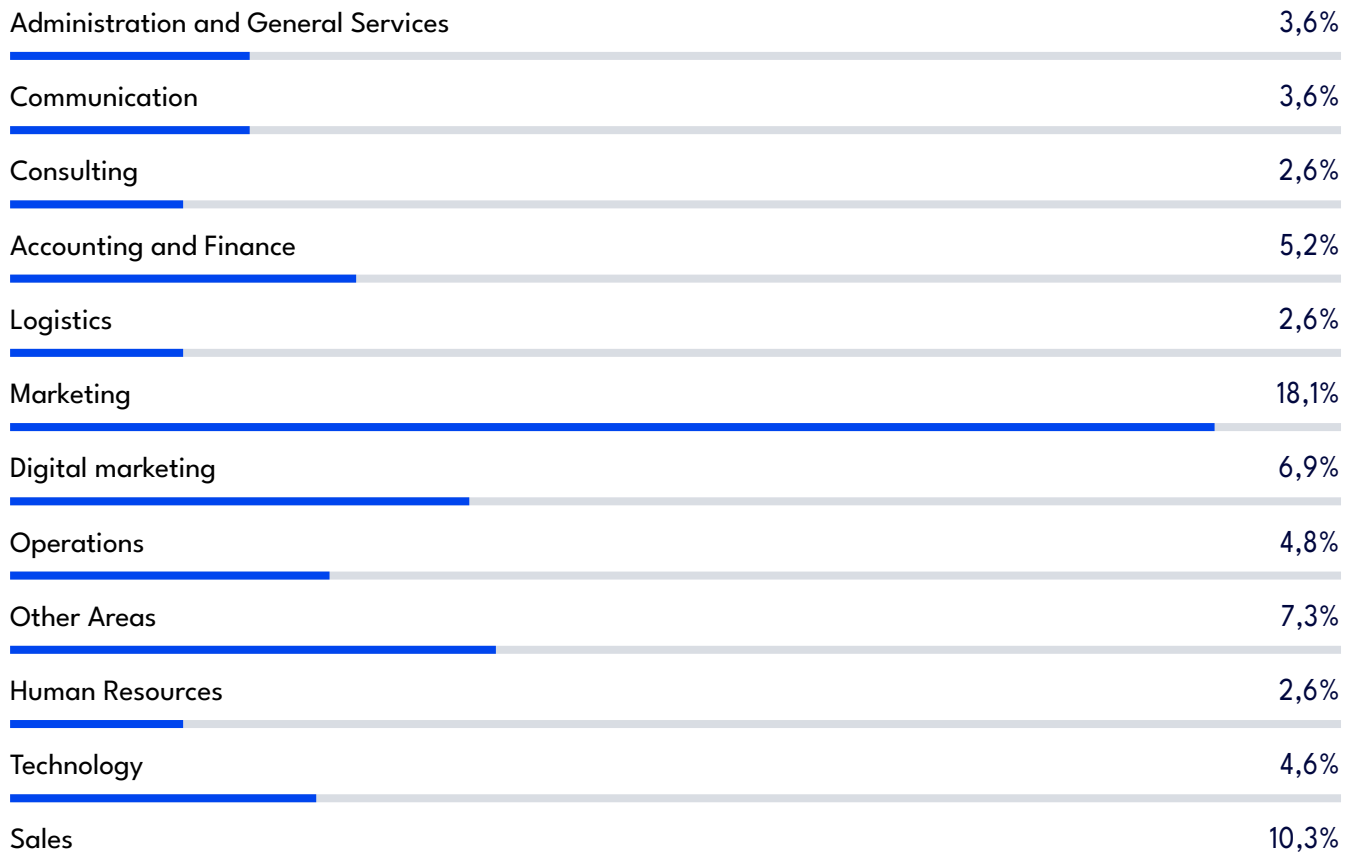
I currently work at Coca-Cola in a dynamic and international environment where I can apply many of the skills and insights gained during the programme, particularly in areas related to data analysis, strategic business thinking and digitalisation processes. Without a doubt, my experience at ESIC provided me with valuable tools and perspectives that have contributed significantly to my professional development.”

Employment: industries and roles

Key employment sectors



Functional Areas



“

Rogelio Diz Comesaña

KEY ACCOUNT MANAGER / HEINEKEN ESPAÑA
ALUMNI MÁSTER IN MARKETING
AND SALES MANAGEMENT (GESCO)

“ESIC was a turning point in both my professional and personal development. It was a stage in my life that helped me grow tremendously, not only because of the knowledge I acquired, but also because of the ambitious, international and growth-oriented mindset I developed during the Master’s programme.

During that period, and with the support of the Professional Development Unit, I secured my first internship at Carrefour, an experience that marked the beginning of my career. Later, I had the opportunity to extend my programme in China, where I experienced first-hand the reality of a highly competitive and rapidly growing market. This gave me a much broader international perspective on business. Looking back, I am extremely grateful to the Master’s programme and its team for encouraging me to think big and for instilling in me a constant desire to keep learning, growing and evolving.”

Leading Employers

PUBLIC ADMINISTRATION

AGENCIA MADRILEÑA DE ATENCIÓN SOCIAL, BANCO DE ESPAÑA, CESCE, GOBIERNO DE ARAGÓN, MINISTERIO DE ECONOMÍA Y FINANZAS, UNITED NATIONS

MARKETING AND COMMUNICATION AGENCIES

DENTSU, IPG MEDIABRANDS, MAKING SCIENCE, MEDIA POWER, OGILVY, OMNICOM MEDIA GROUP, PRODIGIOSO VOLCÁN, PUBLICIS GROUPE

FOOD AND BEVERAGES

CENTRAL LECHERA ASTURIANA, COCA-COLA EUROPACIFIC PARTNERS, DIA, FRUJUCA, HEINEKEN, JDE PEET'S, JASA (JOAQUÍN AYORA), KCAL WORLD, MARS GROUP, MONSTER ENERGY, PERNOD RICARD, REDBULL, TELEPIZZA, VARMA, WETACA

WAREHOUSING, TRANSPORTATION AND LOGISTICS

AP TERMINALS, BERGÉ, BOL, BOYACÁ, CEVA LOGISTICS, DHL, INPOST, MAERSK, SEUR, TRACSA

HEALTHCARE

CLÍNICA UNIVERSIDAD NAVARRA, CLEARIDENT, HOSPITAL CLINIC, PROCLINIC GROUP

AUTOMOTIVE

ARAGÓN WAGEN, BMW, FORD, GOODYEAR, GRUPO RESNOVA, HYUNDAI, MERCEDES BENZ, MOBILITY CENTRO, OCASIÓN PLUS, PORSCHE LATINOAMÉRICA, RENAULT, SEAT, TOYOTA, VALEO

BANKING AND FINANCIAL SERVICES

ARVAL SERVICE LEASE, BANCO CENTRAL EUROPEO, BANCO DE CHILE, BANCO DE CRÉDITO DEL PERÚ, BBVA CREATIVE, GOBRAVO, INTERBANK, REVOLUT, SCOTIABANK

BUSINESS CONSULTING

ACCENTURE, ALTEN, CAPITOLE, COGNODATA, DELOITTE, EY, GARAJE DE IDEAS, GFK (NIELSEN IQ), KANTAR, KPMG, LABERIT, NATEEVO, NTT DATA, RAVEN.INC, RICOH, ROCASALVATELLA, RSM, STRATESYS, VML THE COCKTAIL

HR CONSULTING/ BUSINESS SERVICES

FACTORIAL, MCR INTERNACIONAL, PLUXEE, RANDSTAD, TEAMTAILOR

ENTERTAINMENT, CULTURE AND SPORT, MEDIA

AD CEUTA FC, ECONOMÍA DIGITAL, GRUPO MEDIAPRO, IMG, MDPI, THE WALT DISNEY COMPANY

FMCG

AFFINITY PETCARE, BAT, CARREFOUR, CECOTEC, CIAMESA, DIAGEO, DYSON, GRAMECO, HENKEL, IMPORTACO, PERSÁN, REFRIVAL

HOTELS, RESTAURANTS AND TOURISM

FOUR SEASONS, KFC (YUM! BRANDS), VUELING

PHARMACEUTICAL AND BIOTECHNOLOGY INDUSTRY

BOSTON SCIENTIFIC, FARMACENTER, HEALTH IN CODE GROUP, MESOESTETIC, PRIM, ROVENSA NEXT, THERMOFISHER SCIENTIFIC

INDUSTRY, ENGINEERING AND CONSTRUCTION

AITEX, DRÄGER, ENERPARC AG, EXKAL, ESSILORLUXOTTICA, FLOWSERVE, GLENCORE, GRUPO AZVI, GRUPO HMY, GURPEA, MOEVE, NEXTRACKER, NORDEX (ACCIONA), PLUSPETROL, POLINPLASTSAC, REPSOL, SEGULA, SIEMENS GAMESA, SIGNIFY, STANLEY BLACK&DECKER, STEELCASE, TÉCNICAS REUNIDAS, VINCI ENERGIES, ZUMTOBEL GROUP

FASHION, LUXURY AND COSMETICS

ADOLFO DOMÍNGUEZ, CLARINS, COTY, ECOALF, EL GANSO, ELHA LASER CENTER, ERBORIAN (L'OCCITANE GROUP), HÜNKEMOLLER, INDITEX, ISDIN, KERING EYEWEAR, LABORATORIOS BABÉ, LOEWE, LOREAL, MIIN COSMETICS, NEW BALANCE, PUMA, REVLON, ROSA CLARÁ, SPORT STREET, TREATWELL

INSURANCE / SECURITY SERVICES

ALLIANZ, GRUPO CATALANA OCCIDENTE, MAPFRE, PROSEGUR, SECURITAS DIRECT, ZURICH INSURANCE

TECHNOLOGY/ TELECOMMUNICATIONS

ALLPLAN SYSTEMS, AMAZON WS, AUCTANE, CHECKPOINT SYSTEMS, EPAM SYSTEMS, INCODE, MICROSOFT, QLIK, SAMSUNG, TELEFÓNICA, VERIDAS, VERIZON.

SALES AND DISTRIBUTION

BERGNER, CARREFOUR, DECIMAS, EL CORTE INGLÉS, LEROY MERLIN, MEDIAMARKT



Rosa Clará

SAGRARIO SANTA CLARA
HR DIRECTOR / ROSA CLARÁ GROUP

“At Rosa Clará, our collaboration with ESIC in attracting and identifying talent has been a highly positive experience year after year. We particularly value the quality of the education received by its students, but above all, the qualities that go beyond academic achievements: curious individuals with a genuine desire to learn, the humility to continue developing within the company, and a real commitment to becoming part of a project and contributing to its success.

This profile aligns perfectly with our company values, where talent is built day by day through people who want to grow professionally while bringing a fresh perspective and enthusiasm. For this reason, we continue to place our trust in ESIC as a source of future professionals for Rosa Clará.”

Undergraduate degrees

The first step towards a successful professional career

ESIC's undergraduate programmes provide the foundation for long-term professional success, combining academic excellence with a strong practical focus and direct exposure to the business world. These programmes enable students to enter the job market under real-world conditions, facilitating a smooth transition from education to employment.

The learning model promotes early career integration through internships, company-based experiences, and continuous career support. As a result, graduates gain access to qualified employment quickly after graduation and continue to build sustainable professional careers in the years that follow.

RECOGNISED BY LEADING NATIONAL AND INTERNATIONAL RANKINGS FOR ACADEMIC QUALITY, EMPLOYABILITY, INTERNATIONALISATION, AND BUSINESS ENGAGEMENT.

ELMUNDO

THE WORLD
UNIVERSITY
RANKINGS

QS

RANKING
CYD

Forbes



“

Andrés Ortiz Martín

PRODUCT & PRICE SPECIALIST
PORSCHE LATIN AMERICA INC.
ALUMNI OFFICIAL DEGREE IN MARKETING
AND HIGHER DIPLOMA IN
ENTREPRENEURSHIP & INNOVATION

“My journey to becoming a Product & Price Specialist at Porsche in Miami began with ESIC's Professional Development Unit. Through the PDU, I had the opportunity to start my career in exactly the industry I was passionate about: automotive. I joined Porsche Ibérica in Madrid, and just one week later, I was sharing the stage with Susana Arias, Porsche's Human Resources Director, supporting her in an employability session for ESIC's international students as a success story.

Thanks to my education at ESIC, I have the confidence to take on new challenges every day and the versatility to explore alternatives, build networks and develop my own projects, both within and beyond the company, in a city where entrepreneurship is part of everyday life. That first opportunity, facilitated by the Professional Development Unit, was the first step that enabled me to build an international career. Today, it continues to support my growth within the automotive industry. Being able to start my career so close to my passion is undoubtedly what has kept me motivated to keep moving forward.”

Roles by degree area

COMMUNICATION & ADVERTISING

- Brand Activation Marketing.
- Brand Marketing & Communication Specialist.
- Community Manager.
- Digital Communication & Content Management Specialist.
- Content Marketing & Brand Specialist.
- Art Director.
- Paid Media Specialist.

INTERNATIONAL TRADE & BUSINESS

- Back-Office Operations Specialist.
- Business Optimisation Assistant.
- Client Development Manager.
- Go-to-Market Strategy Analyst.
- International Development Junior Associate.
- Market Research Analyst.
- Network Acquisition Specialist.
- Pricing Specialist.
- Product & Pricing Specialist.
- Product Manager.
- Operations & Expansion Manager.
- Supply Chain Specialist.
- Trade Marketing Specialist.

OTHER PROFESSIONAL AREAS

- Performance Data Analyst.
- Data Scientist.
- Employer Branding Specialist.
- Human Resources Director.

BUSINESS ADMINISTRATION & MANAGEMENT

- Administrative Officer.
- Auditor.
- Strategy Consultant.
- Junior Consultant.
- Project Manager.
- Treasury Manager.

MARKETING

- Digital Marketing, E-commerce & Marketplace Assistant.
- Brand Manager.
- Brand Management Specialist.
- Demand Planner.
- UX/UI Designer.
- E-commerce Specialist.
- Account Executive.
- Marketing Specialist.
- Marketing Executive.
- Marketing Manager.
- Programmatic Advertising Assistant.
- Marketing & Business Development Manager.
- Sales Executive.

Main sectors

Marketing and communication agencies

ADG MEDIA GROUP, AGENCIA TANGO, DENTSU, OGILVY, OMNICOM MEDIA GROUP

Automotive

BMW, FORD, PORSCHE LATINOAMÉRICA, SEAT, VALEO

Business consulting

EY, GARAJE DE IDEAS, KANTAR, LABERIT

FMCG

AFFINITY PETCARE, BAT, CECOTEC

Sales and distribution

CARREFOUR, EL CORTE INGLÉS, LEROY MERLIN

Other companies

BANCO CENTRAL EUROPEO, BOSTON SCIENTIFIC, CLARINS, EXKAL, ESSILOR, LUXOTTICA, IMG, INPOST, KCAL WORLD, KFC (YUM! BRANDS), L'OREAL, MAPFRE, SEUR, THE WALT DISNEY COMPANY, UNITED NATIONS

Countries where Alumni work

92% IN SPAIN

8% remaining in Austria, Germany, Luxembourg, Peru, Switzerland, United Arab Emirates, USA.

Salary evolution

END OF PROGRAMME

AFTER ONE YEAR

UP TO 20 K



UP TO 27K



UP TO 39K



UP TO 60K



OVER 60K



Leroy Merlin

VIRGINIA SÁNCHEZ
HEAD OF TALENT ATTRACTION
AND ACQUISITION | LEROY MERLIN SPAIN

“At Leroy Merlin, we look for professionals with a strong customer focus, the ability to work collaboratively and a mindset of continuous improvement to help lead the transformation of our sector. ESIC graduates are an excellent fit with these values: they bring exceptional commitment, fresh perspectives, motivation and a strong capacity for innovation from day one.

In this process, ESIC's Professional Development Unit is an essential strategic partner, helping us identify and attract the right talent to continue growing and thinking big.”

Postgraduate programmes

Driving professional growth and career transformation

Master's programmes are designed for professionals seeking to deepen their expertise, redirect their careers, or accelerate their progression within organisations. With a practical, market-driven approach, these programmes serve as a powerful catalyst for professional development, enabling career advancement, salary growth, and access to new opportunities in increasingly complex and competitive environments.

RECOGNISED BY THE WORLD'S LEADING RANKINGS

**Bloomberg
Businessweek**

EL  MUNDO

Forbes



**youth
incorporated**

Specialisation

Specialised learning designed to connect education with the functions and industries that are shaping the future of business.



Luca Fratto

TECHNICAL ACCOUNT MANAGER | MAKING SCIENCE
ALUMNI MÁSTER EN DIGITAL MARKETING (MDM)

“Following my previous professional experience, completing the Master in Digital Marketing (MDM) at ESIC provided the strategic boost I needed to specialise and take a significant step forward in the digital sector. I would particularly like to highlight the value of the Professional Development Unit (PDU), which acts as a genuine bridge to the job market. Thanks to its expert guidance, I was able to optimise my CV and strategically enhance my LinkedIn profile. These tools, combined with personalised mentoring sessions, were instrumental in helping me define my career roadmap and successfully pursue professional opportunities with the goal of returning to Mallorca.

Today, I am part of Making Science, a leading marketing and technology consultancy, where I apply the knowledge and experience gained through the Master's programme on a daily basis. I would recommend ESIC to any professional seeking education that is closely connected to the realities of business, along with first-class support to help them achieve their career goals.”

Key positions of Alumni

COMMUNICATION & ADVERTISING

- Advertising Junior Specialist.
- Communication & Strategy Consultant.
- Community Manager & Social Media Creative.
- Content Governance Manager & Strategist.
- Communications Director.
- Fashion Editor & Art Director.
- Global PR Manager.
- Communications Manager.
- Social Media & Content Specialist.
- Brand Communications Specialist.
- Web Content Specialist.

MANAGEMENT

- Business & Operations Manager.
- Senior Business Consultant.
- Chief Commercial Officer (CCO).
- Chief Financial Officer (CFO).
- Chief Marketing Officer (CMO).
- Chief Operating Officer (COO).
- Customer Experience Coordinator.
- CRM Project Manager.
- Chief Technology Officer (CTO).
- Commercial Director.
- Quality & Environmental Management Director.
- Events Director.
- Operations Director.
- General Manager.
- After-Sales Director.
- Growth Director.
- Head of Partnerships & Growth.
- Brand Manager.
- OTC Manager.

FINANCE

- Analyst.
- Associate Structured Finance Manager.
- Auditor.
- Commercial Finance Manager.
- Accountant.
- Controller.
- Director of Administration & Finance.
- Treasury Specialist.
- Markets & Risk Management Manager.
- SAP Financial Analyst.
- Administration & Finance Specialist.

INTERNATIONAL BUSINESS

- Export Area Manager.
- Export Executive.
- Global Portfolio Executive.
- International Product Manager.
- International Sales Team Lead.
- Trade Marketing Executive.

LOGISTICS & SUPPLY CHAIN

- Buyer Associate.
- Procurement Coordinator.
- Transport Coordinator.
- Logistics Manager.
- Logistics Data Analyst.
- Primary Packaging Buyer & Lean Specialist.
- Quality Engineer.
- Regional Distribution Manager.
- Distribution Channel Manager.
- Sourcing Specialist.
- Logistics Specialist.

HUMAN RESOURCES

- Senior Leadership Consultant.
- HR Consultant.
- HR Manager.
- People & Culture Assistant.
- Human Resources Manager.
- HR Specialist.
- Learning, Development & Internal Communications Specialist.

TECHNOLOGY

- AI Project Manager.
- AI Engineer.
- Data Analyst.
- Business Analyst.
- Data Scientist.
- SAP Consultant.
- Senior Data Governance Consultant.
- Data Governance / Master Data Specialist.
- Digital Specialist.
- Senior GenAI Consultant.
- Data Project Manager.
- Power BI Front-End Developer.
- BI Specialist.

MARKETING & SALES

- Brand Manager.
- Brand Strategist.
- Consumer & Market Intelligence Manager.
- Customer Support & Marketing Specialist.
- Digital Marketing Manager.
- Digital Marketing Specialist.
- E-commerce Associate.
- Global & Brand Marketing Specialist.
- Growth & Marketing Business Analyst.
- Key Account Manager (KAM).
- Marketing Intelligence Specialist.
- Marketing Manager.
- Marketing Specialist.
- Media Insights Researcher.
- Paid Media Specialist.
- Performance Analyst.
- Product Manager.
- Product Owner.
- Senior Paid Media Analyst.
- SEO & Web Content Assistant.
- Senior Marketing Automation Consultant.
- Trade Marketing Specialist.
- Digital Traffic Manager.



Alfredo Mori Castillo

RGM SPECIALIST,
L'ORÉAL DERMATOLOGICAL BEAUTY DIVISION
ALUMNI OFFICIAL MASTER'S DEGREE
IN MARKETING MANAGEMENT (MUDM)

"My time at ESIC was a key stage in strengthening my professional profile in marketing and commercial strategy. The Master's Degree in Marketing Management enabled me to develop a more analytical and business-oriented perspective, combining strategic thinking with practical tools applied to real business environments.

Before moving to Spain, I gained experience in Revenue Growth Management at Kimberly-Clark, where I worked on commercial analysis, pricing and business optimisation. I later joined L'Oréal Dermatological Beauty as an RGM Specialist, contributing to the creation and development of the Revenue Growth Management function within the team.

One of the aspects I value most about my academic experience is its ability to connect theory with business practice, particularly through lecturers with direct experience in multinational companies."

Main sectors

MARKETING AND COMMUNICATION AGENCIES

DENTSU, IPG MEDIABRANDS, MAKING SCIENCE, MEDIA POWER, PRODIGIOSO VOLCÁN, PUBLICIS GROUPE

FOOD AND BEVERAGES

CENTRAL LECHERA ASTURIANA, COCA-COLA EUROPAFIC PARTNERS, FRUJUCA, HEINEKEN, JDE PEET'S, JASA (JOAQUÍN AYORA), MARS GROUP, MONSTER ENERGY, PERNOD RICARD, REDBULL, VARMA, WETACA

BANKING AND FINANCIAL SERVICES

ARVAL SERVICE LEASE, BANCO DE CHILE, BANCO DE CRÉDITO DEL PERÚ, BBVA CREATIVE, INTERBANK, REVOLUT, SCOTIABANK

BUSINESS CONSULTING

ALTEN, CAPITOLE, COGNODATA, DELOITTE, EY, GFK (NIELSEN IQ), KPMG, NATEEVO, NTT DATA, RICOH, STRATESYS, VML THE COCKTAIL

INDUSTRY, ENGINEERING AND CONSTRUCTION

AITEX, DRÄGER, ENERPARC AG, FLOWSERVE, GLENCORE, GRUPO AZVI, GRUPO HMY, GURPEA, MOEVE, NEXTRACKER, NORDEX (ACCIONA), PLUSPETROL, POLINPLASTSAC, REPSOL, SEGULA, SIEMENS GAMESA, SIGNIFY, STANLEY BLACK&DECKER, STEELCASE, VINCI ENERGIES, ZUMTOBEL GROUP

FASHION, LUXURY AND COSMETICS

ADOLFO DOMÍNGUEZ, COTY, ECOALF, ELHA LASER CENTER, ERBORIAN (L'OCCITANE GROUP), HÜNKEMOLLER, INDITEX, ISDIN, KERING EYEWEAR, LABORATORIOS BABÉ, LOEWE, LOREAL, MIIN COSMETICS, NEW BALANCE, PUMA, REVLON, ROSA CLARÁ, SPORT STREET, TREATWELL

TECHNOLOGY/TELECOMMUNICATIONS

ALLPLAN SYSTEMS, AMAZON WS, EPAM SYSTEMS, INCODE, MICROSOFT, QLIK, SAMSUNG, TELEFÓNICA, VERIDAS, VERIZON

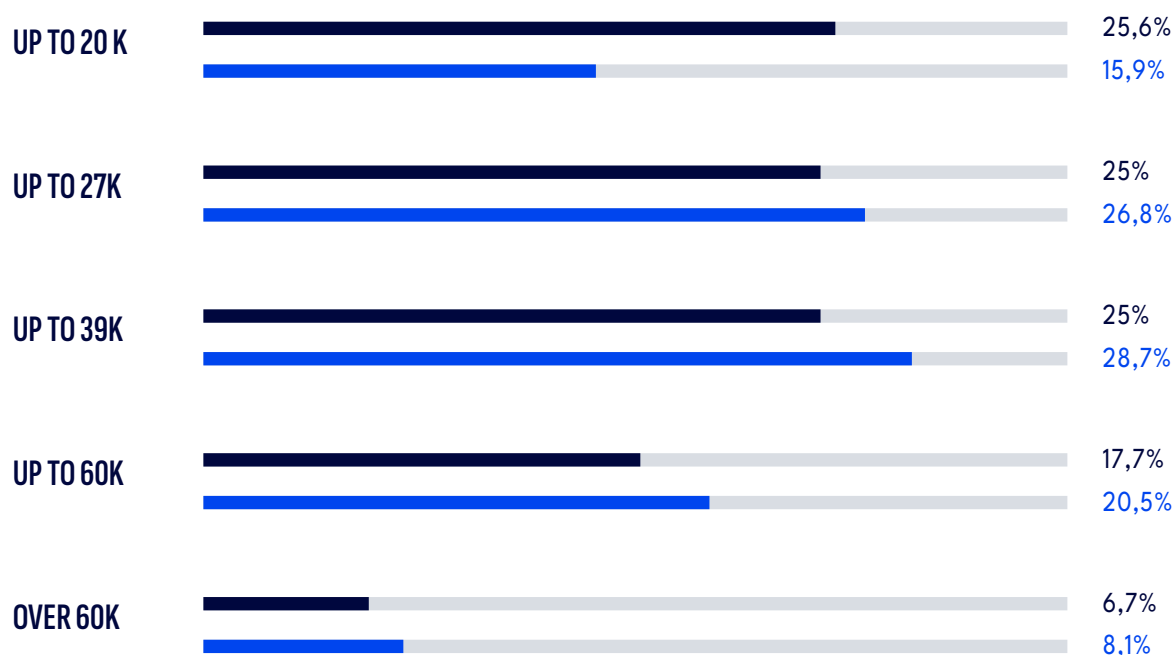
OTHER COMPANIES

ALLIANZ, BERGÉ, CESCE, DIAGEO, DYSON, EL CORTE INGLÉS, FOUR SEASONS, GRUPO MEDIAPRO, HYUNDAI, MAERSK, MDPI, MAPFRE, MERCEDES BENZ, MESOESTETIC, PROSEGUR, RENAULT, THERMOFISHER SCIENTIFIC, TOYOTA, VUELING AIRLINES

Salary evolution

END OF PROGRAMME

ONE YEAR AFTER



Countries where Alumni work

89% IN SPAIN

11% The remaining in Argentina, Australia, Bolivia, Chile, Colombia, Ecuador, France, Germany, Guatemala, Mexico, Netherlands, Peru, Portugal, USA.

Entrepreneurship

An ecosystem that transforms ideas into real businesses

At ESIC, entrepreneurship is not an alternative career path. It is a strategic dimension of professional development. Through **ESIC Entrepreneurs**, the university promotes an action-oriented model in which students do not simply learn about entrepreneurship, but actively create, validate, and scale real ventures within a framework of continuous support. This comprehensive ecosystem reinforces the university's role as a catalyst for innovation and the creation of new business initiatives, providing aspiring entrepreneurs with the resources, networks, and expertise needed to turn ideas into sustainable ventures.

Among the start-ups connected to the ESIC ecosystem are standout success stories such as **Nude Project**, **Scuffers**, and **Eme Studios** in the fields of fashion and brand building; **Grosso Napoletano**, one of Spain's fastest-growing restaurant groups; **Playtomic**, a leading technology platform for sports court bookings; and **Tribbu**, a company specialising in shared mobility solutions.



HACKATHON ESIC · UDIA · SCUFFERS

STRATEGIC PARTNERS AND ENTREPRENEURSHIP NETWORK

GUESSS

INNPART (Ayto. Pozuelo)

Santander X

Fellow Funders

La Nave Madrid

OEPM

Fundación madri+d

España Nación Emprendedora

42%

Entrepreneurial intention rate

(above the averages for Spain, the EU-27, and the overall GUESSS participant network)

40%

Are already working on launching a business while Studying

46%

Expect to start a business within the next Five years

+300

Startups promoted.

Projects in sectors such as technology, services, ecommerce, fashion or sports.

ACTIVITIES

- Santander Xplorer Programme: 68 projects and Santander X Awards with €28,000 in prizes.
- Entrepreneurship Acceleration Online Bootcamp: 10 scholarship projects.
- Hackathon 42 Madrid: +100 participants.
- Development of the ESIC Investment Club.
- TrepCamp: +200 international entrepreneurs.

AWARDS FOR ENTREPRENEURIAL TALENT

- Initiative Award (Pozuelo City Council).
- Business Creation Award.
- Best Entrepreneurial Final Degree Project (TFG) and Master's Thesis (TFM).
- Aster Award for Best Entrepreneur.
- Build a Brand Venture Award (Spanish Patent and Trademark Office, OEPM).
- Activa Talento Awards.

ESIC entrepreneur journey

01 Inspiration

Developing the entrepreneurial mindset

- Opportunity recognition.
- Real-world business challenges, Hackathons, Workshops.

02 Ideation

From intuition to business concept

- Idea generation and concept development.
- Team collaboration, early-stage validation and testing.

03 Validation (pre-seed stage)

- Santander X Explorer Programme.
- Hypothesis testing.
- Development of a Minimum Viable Product (MVP).
- Assessment of market potential and customer needs.

04 Incubation

Building the venture

- E'SHIP Mentoring Programme: +60 mentors from ESIC and organisations such as GBO, SECOT, Delta Consultores, and Netmentora.
- Business model development, marketing strategy, product design and development training.
- Dedicated workspace and entrepreneurial support environment.

05 Acceleration

Preparing for sustainable growth

- Entrepreneurship bootcamps.
- Go-to-market strategy development.
- Scalability planning, growth and business expansion preparation.

06 Investment & connections

- Investor's Day
- ESIC Investment Club + Fellow Funders

20+ Graduate projects

CLASS OF 23/24

Operating across a wide range of industries and locations.

MARKETING & DIGITAL BUSINESS

SEOMETRIX
NMS MARKETING DIGITAL
SNAKIS

EVENTS & EXPERIENCES

LEVEL UP EVENTS
FIT FOR EVENTS

CONSULTING & BUSINESS SERVICES

XO GLOBAL TRADE SOLUTIONS
DASER GESTIÓN DE PROYECTOS
CRESCERE

REAL ESTATE

BEDU HOMES
STUDIO CASA MUSA

RETAIL & CONSUMER PRODUCTS

AIMA STORE
RIDU PROFESIONAL HAIRBRUSH

OTHER BUSINESS VERTICALS

DOG CITY
LAEL TRANS
FRUJUCA
RSC CORREDURÍA DE SEGUROS
MARAL VIAJES



IMPACTFUL PROJECTS / STOCK IMAGE

UDP

Professional Development Unit

We support the professional growth of students and alumni by connecting their talent with the evolving needs of the labour market. Our mission is closely aligned with ESIC's purpose: to transform individuals so they can thrive in their professional lives while acting with ethics, responsibility, and a positive impact on both organisations and society.

Present across all ESIC campuses, our team of specialists in employability, career development, and entrepreneurship is committed to fostering the professional success of our students and alumni while creating value for our corporate partners.

STUDENTS AND ALUMNI

From day one, ESIC students gain access to an ecosystem designed to accelerate their professional development both during and after their studies. We offer:

- Employability training: A structured development programme covering professional profile positioning, skills development, recruitment and selection processes, networking and personal branding.
- Personalised one-to-one career coaching.
- International legal advisory services: specialised support for non-EU students.
- Employability Portal: Exclusive access to internship and employment opportunities from leading national and international organisations.
- National and international career opportunities .
- Employer Engagement Activities: Direct interaction with companies through workshops and skills development sessions, employability fairs, on-campus recruitment processes and networking events with industry professionals and recruiters.

The talent your company needs

For employers

The PDU acts as a strategic partner for organisations, facilitating access to qualified talent aligned with each company's specific needs, from junior profiles to senior positions, across all business functions. Our services include:

CAREER CENTRE

A comprehensive recruitment, sourcing, and pre-selection service for internship positions, recent graduates, experienced professionals and all organisational levels and functional areas.

EMPLOYABILITY PORTAL

A digital platform that enables companies to publish vacancies, manage applications and recruitment documentation, access multiple users within the same organisation, coordinate opportunities across different business units or subsidiaries.

LIVE TALENT ENGAGEMENT INITIATIVES

Activities hosted either on ESIC campuses or at company facilities, allowing organisations to showcase their structure, culture, ways of working, and career development opportunities. These initiatives include:

- Meet Your Employment: sector-focused employability fair connecting talent and employers.
- Live Recruitment Days: real-time recruitment and selection processes with direct interaction between candidates and hiring teams.
- Employability Forums: events focused on labour market trends, emerging talent needs, and future skills.
- Collaborative projects: practical initiatives that bring companies and students together, including business cases and simulations, hackathons, innovation challenges, company visits and applied learning projects.

*Talent.
Connections.
Future.*



Employability data on internships 24/25 and study of 2316 graduates of class 23/24. Response rate 19.5%.
Individualized sending to each graduate. Entity Statistical analysis EINSTEINET.