

NORTH AMERICA

REGIONAL OVERVIEW SESSIONS

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Speaker: Belén, Director of the IE Career Hub for North America (based in New York).

Purpose: To share insights on the U.S. job market, economic outlook, and strategies for international students and graduates seeking work in North America.

OVERVIEW OF THE NORTH AMERICA CAREER HUB

- **Mission:** Build strong employer partnerships and connect IE students with career opportunities in the U.S. and Canada.
- **Focus on:** Understanding market needs, preparing students to stay competitive, and fostering employer relations.

U.S. ECONOMIC AND JOB MARKET OUTLOOK

- **Economy:** Recovering steadily after a mild dip in early 2025; driven by consumer spending and services.
- **Inflation:** Easing; Federal Reserve has begun cutting interest rates.
- **Employment:** Stable with ~4.3% unemployment – a healthy level.
- **Top Growth Sectors:**
 - Healthcare
 - Professional & Technical Services
 - Renewable Energy
 - Logistics & Supply Chain
- **International Talent:** ~40% of STEM graduate roles are filled by foreign-born professionals.

GEOGRAPHIC SHIFTS IN EMPLOYMENT

- Hiring is expanding beyond traditional hubs (NYC, SF, DC).
- **Emerging Regions:**
 - **Texas** – major growth in tech (Austin), energy (Houston), and finance (Dallas).
 - **Florida** – Miami (finance, LATAM access), Orlando/Tampa (aerospace, logistics).
 - **Southeast (GA, NC)** – fintech, biotech, research, banking.
 - **Midwest (OH, IN, MI)** – EVs, manufacturing, logistics.
- These regions offer lower costs of living and increasing global company presence.

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HIRING AND EMPLOYMENT TRENDS

- **Hybrid work** (2–3 days in office) is standard; some companies returning to 5 days.
- **Soft skills** (communication, teamwork, leadership) highly valued.
- **AI literacy** increasingly essential.
- **Referrals and internal hiring** dominate the U.S. job market — strong networks and alumni connections are critical.
- Hiring pace has slowed but remains steady; major layoffs have subsided.

CULTURAL AND PRACTICAL INSIGHTS FOR JOB SEEKERS

- Use a **resume** (not a CV); tailor it for each role with job-specific keywords.
- Expect **multi-step hiring processes** (up to 7 rounds: phone screens, behavioral, technical, and case interviews).
- **Networking is vital** – 70–80% of jobs are filled via connections.
- **LinkedIn presence** is key for personal branding; engage actively, post achievements, and reach out to alumni for coffee chats.
- Embrace **continuous upskilling** and cross-training.

KEY TAKEAWAYS

- The U.S. market is stable and full of opportunity, especially outside traditional metro areas.
- Success relies on **networking, adaptability, AI and soft skills**, and a proactive **LinkedIn strategy**.
- Stay informed on visa and policy updates under the current administration.

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U.S. ECONOMIC OUTLOOK

The U.S. economy has entered a *soft-landing phase* — growth is steady but balanced.

- **GDP growth:** +3.3% in Q2 2025 after a mild dip earlier in the year, driven by consumer spending and services.
- **Inflation easing:** Around 2.9%, significantly below the peaks of 2022. Goods prices have stabilized, though housing and healthcare remain costly.
- **Monetary policy shift:** The Federal Reserve has begun cutting interest rates for the first time in three years, supporting business investment and hiring.
- **Risks:** Political uncertainty, trade tariffs, and high living costs in major metros.

→ Overall, a resilient and stable environment — favorable for jobseekers and employers alike.

JOB MARKET TRENDS

The U.S. job market remains healthy despite a gradual cooling:

- **Unemployment:** 4.3% (Aug 2025), consistent with long-term norms.
- **Job creation continues**, but at a more sustainable pace than during the post-pandemic boom.
- **Fastest-growing sectors:**
 - **Healthcare & Social Services** – aging demographics driving sustained demand.
 - **Professional & Technical Services** – consulting, analytics, and engineering roles remain active.
 - **Energy & Utilities** – renewables and grid upgrades expanding due to AI-driven energy demand.
 - **Logistics & Supply Chain** – reshoring and e-commerce growth fueling hiring.

International professionals play a key role: they represent **18%** of the U.S. workforce and **over 40%** in graduate-level STEM roles — signaling strong opportunities for global talent.

REGIONAL GROWTH HUBS

U.S. growth is increasingly regionalized, with **Texas and the Southeast leading the way:**

- **Texas:**
 - *Austin* – tech, startups, and semiconductors.

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- *Houston* – energy and healthcare.
- *Dallas* – logistics, finance, and HQ operations.
- **Florida:**
 - *Miami* – finance, trade, and tech with a Latin America focus.
 - *Orlando/Tampa* – healthcare, aerospace, logistics.
- **Southeast:**
 - *Atlanta* – fintech, film/media, supply chain.
 - *Raleigh-Durham/Charlotte* – biotech, banking, research.
- **Midwest “Reshoring Corridor”** – Ohio, Indiana, Michigan emerging as EV and advanced manufacturing hubs.
- **Traditional centers** like New York, San Francisco, and D.C. remain strong but face higher costs and competition.

→ *New hubs offer high-growth opportunities with lower living costs and expanding corporate footprints.*

KEY TAKEAWAYS FOR JOB SEEKERS

- **Skills over credentials:** Employers are emphasizing demonstrable skills – data, AI, sustainability, and communication – over degrees alone.
- **Adaptability is key:** Be open to hybrid work and evolving hiring processes.
- **Networking drives results:** Up to **80% of U.S. hires** come through referrals and LinkedIn.
- **Regional flexibility pays off:** Considering new hubs can unlock opportunities and faster career progression.

CLOSING MESSAGE

The U.S. job market in 2025 offers strong opportunities in a cautious but steady economy.

For international students and professionals, the moment is right – focus on:

- Building skills that match market needs,
- Networking actively, and
- Exploring fast-growing regions beyond traditional hubs.

→ *“It’s a moment of smart opportunity – not a boom, but a balanced market ready for skilled, global talent.”*