

March 2026

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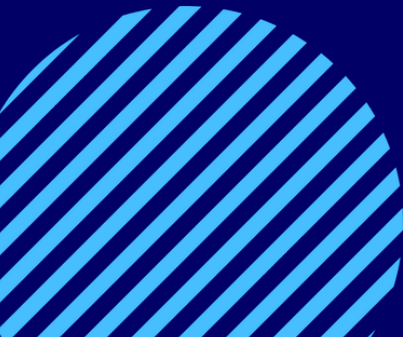
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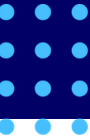
[December 2025](#)

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SESSION GOALS

- Provide a practical overview of the current tech sector and how it is evolving in 2026.
- Explain the main market and recruitment trends shaping opportunities in the industry.
- Share relevant opportunities, employer developments, and upcoming events for IE students and alumni.
- Equip attendees with concrete actions to position themselves more effectively for the tech job market.
- Reserve space for Q&A and encourage proactive participation.

TECH SECTOR OVERVIEW

The global technology market continues to expand, with IT spending surpassing \$5 trillion in 2025 and expected to keep growing in 2026.

Growth is being driven especially by software and data centers, showing that companies are not just maintaining technology, but transforming their business models through it.

The sector can still be understood through broad layers, but boundaries are increasingly blurred:

- **Big Tech:** Microsoft, Google, Amazon
- **Enterprise Tech:** SAP, Oracle, Salesforce
- **Scale-ups / Specialists:** OpenAI, Databricks, cybersecurity and AI-focused firms

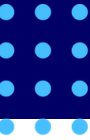
Core subsectors include:

- Data, AI, and automation
- Cloud and infrastructure
- Hardware and digital infrastructure
- Cybersecurity
- Software and platforms
- Connectivity / telecom / 5G

A key takeaway is that companies are expanding across categories. Software firms are investing in AI and cloud, infrastructure firms are moving into platforms, and integrated solutions are becoming the norm.

MARKET FORCES REDEFINING TECH CAREERS IN 2026

Several major forces are reshaping the skills and profiles companies now value:



Tech advantage is about application, not just technical depth

Companies are not only looking for highly technical profiles. They increasingly value candidates who know how to use technology effectively and apply tools such as AI to improve outcomes.

Hybrid profiles outperform pure specialists in many roles

Profiles that combine business understanding with technical literacy are becoming especially valuable, particularly in entry-level and business-facing positions

AI is a productivity layer, not only a job category

For most professionals, AI is not a separate career path but a capability that should be integrated into recruiting, marketing, operations, product, and other functions.

Speed and adaptability matter more than perfection

The market is changing fast. Employers increasingly value people who can adapt quickly to new tools, technologies, and operating models.

Skills are becoming more transferable across industries

Capabilities such as product thinking, data understanding, stakeholder management, and cross-functional collaboration are increasingly portable.

Regulation is becoming strategically important

AI governance, cybersecurity, data privacy, and compliance are no longer just legal or technical concerns; they are now part of product and business strategy.

CAREER PATHS IN TECH

Tech roles can broadly be grouped into three categories:

Technical roles

Examples include engineers, software developers, and data specialists. These roles focus on building and maintaining the technology itself.

Hybrid roles

Examples include product managers, solutions consultants, delivery leads, project managers, and IT business partners. These roles connect business and technology.

Non-technical roles

Examples include sales, marketing, strategy, operations, HR, and partnerships. These roles focus more directly on business outcomes.



A core message of the session was that many IE profiles are especially well positioned for **hybrid** and **non-technical** roles in the tech industry

BUSINESS TRENDS SHAPING THE TECH MARKET

Spain currently leads placement for IE students in tech, driven in part by companies such as Amazon and other major employers.

Ireland also stands out as a major destination, especially because it has become an international tech hub with strong demand across business, commercial, and technical functions.

Main hiring concentrations include:

- Big Tech
- Enterprise software / SaaS
- Sales-related roles
- Marketing and strategy
- Operations and support functions

A notable point is that **sales roles are one of the most accessible and strategic entry points into tech**, especially for business-oriented candidates.

BUSINESS TRENDS SHAPING THE TECH MARKET

Leaner and more efficient organizations

Tech companies are simplifying structures and reducing layers of management. Layoffs in major firms reflect not just contraction, but a redesign toward faster decision-making and greater team ownership.

AI is no longer experimental

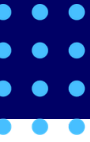
Companies are moving from experimenting with AI to embedding it directly into products and workflows. Competitive advantage increasingly depends on how effectively firms integrate AI into what they already do.

AI infrastructure is becoming central

Running AI models requires massive investment in computing power, cloud infrastructure, data centers, and chips. This is strengthening the position of firms such as NVIDIA, Microsoft, Amazon, and Google.

Security, trust, and risk are now strategic priorities

As AI and cloud usage scale, cybersecurity becomes more central. Security is no longer



just a technical issue; it is a business-critical issue. This is also reflected in major acquisitions and growing investment in the space.

RECRUITMENT TRENDS AND WHAT THEY MEAN FOR CANDIDATES

The post-pandemic hiring boom in tech has cooled. The market is now more stable, but also much more selective.

What has changed

- Fewer open roles overall
- Higher expectations from employers
- More pressure on entry-level candidates
- Greater value placed on hybrid business + tech profiles

Why entry-level roles are under pressure

AI and automation are taking over some routine tasks traditionally assigned to junior professionals. This raises the bar for candidates entering the market.

Six recruitment trends highlighted in the session

- AI adoption is becoming structured, not optional
- Data quality is becoming foundational to AI success
- Developers remain essential, but their role is evolving
- Bridge roles between business and tech are growing
- Contracting and flexible talent models are increasing
- Soft skills remain key differentiators

Human strengths such as communication, critical thinking, business understanding, and adaptability remain essential.

WHERE THE OPPORTUNITIES ARE

Junior profiles (0–2 years of experience)

Students can access roles through:

- **Internal opportunities** via IE's Career Portal 12:20
- **External opportunities** via company websites and external channels

These opportunities span areas such as:

- Sales
- HR / talent
- Product

- Data / analytics
- Cloud / mobility
- Software and business support roles

Senior profiles (3–7 years of experience)

For more experienced candidates, opportunities become more impact-driven and often include:

- Product
- Strategy
- Marketing
- Operations
- Partnerships
- Sales / account executive roles

The overall message was that opportunities exist across a broad mix of functions, but candidates need to position themselves clearly.

HOW TO STAY UPDATED AND ACCESS OPPORTUNITIES

Three main channels were highlighted:

Weekly newsletter

Includes recent opportunities, events, trainings, and partner-company updates.

Career Portal 12:20

A key source of opportunities, including roles that are sometimes shared specifically for IE students.

Graduate and MBA programs

Structured entry routes into large companies, often with rotations across teams. These require earlier preparation and closer attention to deadlines.

The advice was to monitor all three consistently and not rely only on LinkedIn.

IE EMPLOYER DEVELOPMENTS

The session also shared updates on employer engagement and company initiatives:

Oracle

- Skills development initiative signed with IE
- Access to training and certification programs for students and staff

- Hack the World Cup 2026” hackathon open to students

IBM

- Training on IBM Z / mainframe technology
- Additional AI and software development learning opportunities through collaboration with DataHack

Glovo

- General Manager Pathway Program for MBA students
- Official applications closed, but remained open for IE students through the relationship with the school

Uber

- Participation in the Careers Forum
- Case simulation as part of the recruitment process for September internships

Globant

- Office visit with IE and University College Dublin students
- Ongoing hiring in marketing-related roles

BMC

- Accelerated Sales Internship Program brought from Houston to Madrid
- Participation in Careers Forum and additional office-visit engagement

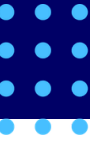
LOCATION INSIGHT: DUBLIN AS A STRATEGIC TECH HUB

Dublin was highlighted as one of the strongest tech hubs in Europe.

Key takeaways about Dublin:

- Strong concentration of B2B SaaS activity
- Important hub for European sales and go-to-market teams
- Strong ecosystem of Big Tech and AI scale-ups
- High relevance for early- and mid-career opportunities
- Additional language skills provide a major advantage
- Referrals can significantly improve access to interviews

Sales roles were positioned as especially strategic in Dublin because they offer exposure to technical products while allowing candidates from business backgrounds to enter the industry.



UPCOMING EVENTS HIGHLIGHTED IN THE SESSION

IE Spring Career Fair

- Held next Monday
- 18 tech companies attending
- Opportunity to connect directly with recruiters and hiring teams

Main recommendation: prepare thoroughly by researching companies, understanding their open roles, and being ready to explain your fit.

Other upcoming events

- **Uber Case Cracking Afternoon**
- **BMC office visit**
- **Bending Spoons company and careers presentation on April 8**

WHAT CANDIDATES SHOULD LEARN NOW

Foundational tech and data literacy

You do not need to become an engineer, but you do need enough literacy to understand how tech companies operate.

Recommended foundational skills include:

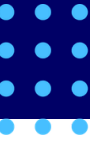
- Advanced Excel
- Basic SQL
- Power BI or similar data tools
- AI literacy (e.g. ChatGPT, Copilot, practical use of AI tools)

Product and technology understanding

Candidates should aim to understand:

- How systems connect
- What APIs are and how they work
- SaaS business models
- Cloud basics
- Agile methodologies
- Digital transformation concepts

These skills make it easier to collaborate with technical teams and position yourself credibly.



HOW TO STAY UPDATED AND ACCESS OPPORTUNITIES

The session strongly recommended building proof of capability through certifications and practical learning.

Suggested areas included:

- Cloud fundamentals (AWS, Azure, Oracle)
- Data and AI certifications
- Cybersecurity
- SQL and analytics
- More advanced technical tracks for candidates who already have a stronger technical base

Oracle certifications

A major opportunity highlighted was access to Oracle learning resources, including:

- Cloud
- AI and Generative AI
- Data
- SQL
- Self-learning content with more than 200 hours of material

These certifications were presented as both a learning resource and a strong way to stand out on a CV.

HIDDEN MARKET AND NETWORKING STRATEGY

One of the strongest practical messages of the session was that many opportunities are never publicly advertised.

A large share of roles are filled through:

- Referrals
- Networking
- Internal recommendations

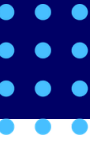
Because of this, students were encouraged to:

- Reach out to IE alumni on LinkedIn
- Search for alumni already working in target companies
- Ask for short calls or coffee chats
- Use those conversations to understand the company and potentially secure referrals



Examples mentioned included firms such as:

- Sequoia
- Accel
- KFund



SESSION GOALS

- Provide a fast, practical overview of the tech industry and where opportunities are right now.
- Share IE Talent & Careers updates with tech employers.
- Equip students with concrete actions to prepare for upcoming job searches.
- Reserve dedicated time for Q&A and proactive participation.



TECH INDUSTRY REALITIES (WHAT'S CHANGING)

- Tech categories are blending: companies operate across multiple areas (AI, cloud, cybersecurity, platforms), so labels can be misleading.
- Being technical isn't the only hiring requirement: tech companies increasingly value transferable skills and diverse backgrounds—if positioned strategically.
- AI is a capability, not a job category: for most roles, it's a productivity multiplier and a skill employers expect candidates to understand.
- Regulation + cybersecurity are becoming strategic due to global operations and rising cyber risk. Candidates who build expertise here can stand out fast.



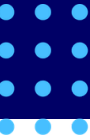
MARKET DYNAMICS & WHAT IT MEANS FOR CANDIDATES

- The global tech market is growing quickly and becoming a dominant sector.
- Consolidation (M&A) is increasing: large players are acquiring others, concentrating market power.
- Layoffs are happening, but so is hiring: the market is volatile, so the winning approach is adaptability + evidence of learning.



WHERE THE OPPORTUNITIES ARE (ESPECIALLY FOR NON-TECHNICAL PROFILES)

- Students can access roles through:
 - Internal opportunities (IE platform “12:20”)
 - External opportunities (company websites)
- For non-technical candidates, Sales-related roles are often the most accessible entry point:
 - Business Development
 - Account Management
- In tech, candidates must be able to explain:
 - what the company actually does,
 - its core product/service,
 - and why it matters—because it's not always obvious.



HIRING TRENDS & SKILLS THAT WILL DIFFERENTIATE YOU (2026+)

Key forces shaping tech in 2026:

- AI governance
- Complex global expansion
- Talent scarcity
- Advanced data security
- Strategic M&A
- Tax complexity

Practical implication:

- High-demand areas include cybersecurity, compliance/governance, data/privacy, plus AI/data analytics.
- Human skills remain a differentiator even in a technical market:
 - critical thinking
 - communication
 - empathy
 - problem-solving



WHAT TO DO NOW (ACTIONABLE PLAYBOOK)

To strengthen your profile and compete effectively:

- Build proof of capability via:
 - certifications (program-dependent; Oracle options highlighted)
 - bootcamps / hackathons
 - side projects and portfolios (e.g., GitHub)
- Don't "apply and pray":
 - network with employees + hiring managers
 - leverage alumni referrals (major advantage in tech)



LOCATION INSIGHT: DUBLIN AS A TECH HUB

- Ireland (Dublin) is positioned as a strong hub for tech opportunities.
- Alumni there are open to helping, but need more students proactively reaching out.
- Referrals can materially increase chances of being considered.



EMPLOYER ENGAGEMENT & UPCOMING OPPORTUNITIES

- Recent employer developments:

- Infosys: INSTEP program (Bangalore + Europe)
- Oracle: certifications/trainings accessible through IE
- Uber: case simulation connected to internship consideration
- BMC: accelerated sales internship program (Careers Forum)
- Key event:
 - Careers Forum — March 23 (on campus) with a mixed set of companies across industries (not only tech).

Q&A — HIGH-VALUE ANSWERS

- Alumni & newsletter access
 - Alumni typically don't receive the Talent & Careers newsletter.
 - Best channel: career platform + alumni team communications.
- Lawyers moving into tech (in-house / legal ops)
 - Fewer direct “law” roles are available, but adjacent paths are stronger:
 - compliance, privacy, cybersecurity
 - Success depends on positioning transferable skills.
- Visa sponsorship
 - Depends on profile + location.
 - Less common in Spain; generally easier in Dublin.
 - Startups/scale-ups may be more open than big companies.
- Post-MBA seniority in tech sales (career changers)
 - Without tech experience, most candidates need to start in more junior roles (BD/AM).
 - Seniority can improve if you show credible proof (projects, certifications, strong narrative).
 - Use networking to validate role level and expectations before applying.

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**HOW THE TECH SECTOR LOOKS TODAY**

- Tech is massive: contributes **10% of global GDP** and creates **20+ million jobs** worldwide.
- It's not just “tech companies”: **every industry now hires tech profiles**—finance, healthcare, consulting, logistics, entertainment, etc.
- Shift in priorities:
 - ✓ Companies are moving from **hyper-growth** → **profitability**.
 - ✓ **Salary stagnation** is happening in many tech roles.
 - ✓ **Remote work is declining** — most companies expect 2–3 days/week in office.

**WHERE THE OPPORTUNITIES ARE**

- **Top companies hiring IE students recently:**
 - Amazon, Google, AWS, Salesforce, BMC, Solonis, MercadoLibre, Telefonica, Fever, Uber, IBM.
- **Biggest disruptors right now:**
 - **Artificial Intelligence (AI)**
 - **Cybersecurity**
 - Cloud & edge computing
 - Green tech
 - Ethical & regulated AI
- These areas are growing fastest — learning them early is a huge advantage.

**CAREERS & ROLES FOR STUDENTS****Technical roles (for students with engineering/data background):**

- Full-stack developers
- Cloud & DevOps engineers
- AI/ML engineers
- Data scientists & analysts
- Cybersecurity analysts

These roles are in high demand and growing.

Non-technical roles (very accessible to business students):

- Business development

- Sales roles (SDR, BDR, Key Account Manager)
- Consulting inside tech firms
- Project / Program management
- Product operations
- Marketing, Growth & Customer Success

These roles require understanding tech products, but not coding.

SKILLS COMPANIES WANT (TECHNICAL + SOFT SKILLS)

- **Technical basics (even for non-technical students):**
 - Understand how the company's product works
 - Learn basics of cloud, AI, or the main tools the company sells
 - Take intro courses (AWS, Salesforce, SAP, etc.)
- **Soft skills that differentiate juniors:**
 - **Storytelling & communication**
 - Leadership presence
 - Project ownership
 - Adaptability to fast-moving environments
 - Teamwork
 - Entrepreneurial thinking
 - *These matter as much as technical skills for junior roles.*

JOB MARKET TRENDS (LAST 5 YEARS)

- Big growth in **data roles** and **system administration**.
- Software developer roles persist, but new roles in AI, security, cloud & automation are expanding faster.

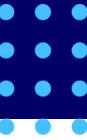
WHERE TO APPLY — BEST CITIES FOR JUNIOR TECH ROLES

Strongest hubs for junior positions:

- Amsterdam
- Dublin

Great for sales/business roles:

- Dublin
- Amsterdam
- New York
- Dubai



Best startup ecosystems:

- Barcelona
- Berlin
- Lisbon

Madrid has opportunities, but fewer tech HQs. Students should consider relocating to increase options.

JOB OPPORTUNITIES HIGHLIGHTED (CURRENT STUDENT-SUITABLE ROLES)

Examples shown during the session (0–2 years experience):

- Amazon → Finance Analyst
- AWS → Sales Development Intern
- IBM → Sales Development roles
- Huawei → Graduate programs
- Fever → Growth Graduate Program
- Atomic → Junior Data Scientist
- Amadeus → Project Management interns
- Ailey Labs → Data/cyber roles, especially for women in tech

COMPANY UPDATES & RECRUITER INSIGHTS

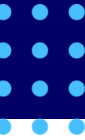
- SAP, LG, Adobe, BMC, IBM, DXC and others opening internships & graduate programs for 2026.
- Some companies (e.g., Microsoft, Google) **may sponsor visas** for highly specialized junior profiles — so **don't be afraid to apply**, even to the UK.

IMPORTANCE OF REFERRALS

- Referrals significantly increase hiring chances.
- Students should connect with employees on LinkedIn, personalize messages, and understand who referred them.
- IE can support by giving names and helping with outreach.

HIRING PROCESS IN TECH (WHAT TO EXPECT)

1. **Application**
2. **Phone screening** with a recruiter
3. **Technical or case assessment** (even for non-technical roles)
4. **Interview loop** (1–5 interviews depending on the company)



Preparation is key:

- Use the **STAR method** for behavioral questions.
- Practice mock interviews.
- Research mission, values, and products deeply.



LATEST TECH MARKET NEWS SHARED

- HP announced major layoffs due to AI automation → hiring freeze expected.
- EU is **loosening AI regulation**, boosting innovation and job creation.
- U.S. is tightening AI regulation, creating uncertainty.
- ChatGPT launched major new **voice-mode improvements** → AI talent demand remains high.



ESSENTIAL TAKEAWAYS FOR STUDENTS

If students remember only five things, they should be these:

1. **AI, cybersecurity, data and cloud are the best areas to learn for future jobs.**
2. **Tech companies want juniors with business acumen + basic tech understanding.**
3. **Referrals, networking, and mobility (Dublin/Amsterdam) multiply job chances.**
4. **Soft skills + preparation (STAR, product knowledge) are critical in interviews.**

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 **OVERVIEW OF THE TECH SECTOR**

- The **tech industry** represents roughly **10% of global GDP** and employs over **20 million people worldwide**.
- It is a **horizontal sector**, integrated across industries such as finance, consulting, education, luxury, and healthcare.
- Despite recent challenges, the tech sector continues to offer significant career opportunities for both technical and business-oriented professionals.

 **CURRENT MARKET SHIFTS**

- **Shift in priorities:** Companies are focusing more on **profitability over growth**, leading to **salary stagnation** and **fewer open positions**.
- **Reduction in remote work:** After three years of steady decline, hybrid models are becoming the new norm (e.g., Amazon, Spotify, Glovo).
- **AI bubble concerns:** Some experts believe current enthusiasm and investment in AI may exceed technological capability, though consolidation—not collapse—is expected.

 **KEY PLAYERS AND EMERGING COMPANIES**

- **Top employers:** Google, Amazon, Meta, Microsoft, NVIDIA, Salesforce, and others such as Uber, Telefónica, IBM, and MercadoLibre.
- **Emerging disruptors:** OpenAI, Databricks, UiPath, and ByteDance (TikTok).

 **INDUSTRY TRENDS**

- **AI & Automation:** Widespread adoption of generative AI, copilots, and workflow automation.
- **Cybersecurity:** Fastest-growing sub-sector due to increased AI and automation use.
- **Cloud & Edge Computing:** Growth in cloud-native infrastructure and scalability solutions.
- **Green Tech & Ethical AI:** Focus on sustainable technologies and responsible innovation.

 **HIRING OUTLOOK AND ROLES**

- **Technical roles:** Full-stack developers, data scientists, cybersecurity analysts, and cloud engineers.

- **Business-oriented roles:** Product managers, UX designers, agile coaches, business analysts, and sales or key account managers.
- **Emerging skills:** Adaptability, teamwork, project management, and communication are critical alongside basic technical understanding.

SKILLS AND PREPARATION

- Even non-technical profiles should gain **basic tech literacy** (e.g., Python, Java, SQL).
- **Market awareness:** Understand company offerings and industry trends.
- **Teamwork and communication** are essential across roles, as most projects are cross-functional.
- **Project management and initiative** are valued in both technical and business tracks.

RECRUITMENT INSIGHTS

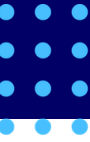
- **70–80% of tech jobs come through referrals.**
- Students should leverage **LinkedIn, alumni connections, career forums, and IE's CDA team** to build relationships with recruiters.
- **Job markets by region:**
 - *Europe:* Amsterdam, Dublin, Berlin, Lisbon.
 - *U.S.:* Austin, Dallas.
 - *LatAm:* Mexico City.
 - *Asia:* Bangalore, Tel Aviv.
- **Barcelona** is currently Spain's strongest tech hub.

17 UPCOMING OPPORTUNITIES

- **BMC Helix Company Event:** Next Tuesday, 9:30–14:00 at the IE Tower. A major software company dividing into new divisions and actively recruiting IE students.
- **Open positions:** Amazon (Seattle internship 2026), Amadeus, Globo, Celonis, and SAS, among others, available on IE's 12twenty portal.

RECRUITMENT PROCESS

- **Steps:** Application → Screening → Technical/Case Assessment → Final Interview(s).
- Use the **STAR method** in interviews: Situation, Task, Action, Result. · Research company values, recent news, and leverage IE career resources for preparation.

 **Q&A HIGHLIGHTS****Question (Student – BBA 3rd year):**

What skills should a business student highlight when aiming for a career in tech?

Answer (Rafael & Claudia):

- Take **certifications** in AI from **Google Academy**, **Coursera**, or **LinkedIn Learning**.
- Learn **Python** and **SQL** as foundational languages.
- Explore **AI cloud certifications** from **AWS (SageMaker)**, **Azure AI**, and **Google Cloud**.
- Gain familiarity with **CRM/ERP systems** like **Salesforce** or **SAP**.
- For deeper tech exposure, explore **LangChain** or **Hugging Face**, though these are more advanced tools.

 **CLOSING MESSAGE**

The tech industry continues to evolve rapidly. Students are encouraged to stay informed, develop hybrid skill sets (business + tech), and actively network through IE's events and platforms.

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 **THE BIG PICTURE**

- The **technology sector** represents around **10% of global GDP** and employs **over 20 million people worldwide**.
- It's one of the **most dynamic and fast-evolving industries**, constantly reshaped by innovation, regulation, and global competition.
- Despite recent waves of restructuring and layoffs in Big Tech, the **overall demand for tech talent remains strong**, driven by digital transformation across all industries — from **finance and healthcare** to **luxury and energy**.

 **TOP PLAYERS & HIRING TRENDS**

- **Leading global employers:** Google, Amazon, Microsoft, NVIDIA, IBM.
- **Major recruiters in recent years:** Amazon, Salesforce, Google, OneTrust, Deliveroo, Mercado Libre, and others.
- **Emerging disruptors:** OpenAI, Databricks, TikTok, and other fast-scaling AI and data companies.
- Companies are focusing on **AI integration, data-driven decision making, cybersecurity, and cloud expansion** — areas that offer strong entry points for graduates.

 **EMERGING MARKET TRENDS**

- **Artificial Intelligence:** Now a core element across business units, from operations to marketing.
- **Cybersecurity:** Increasingly critical due to data privacy regulations and remote work.
- **Cloud Computing & Edge Infrastructure:** Powering scalability for global firms.
- **Sustainability & Green Tech:** Tech companies leading the charge in renewable energy and ethical innovation.
- **Ethical AI & Data Governance:** Growing demand for professionals who can balance innovation with compliance.

 **ROLES & SKILLS IN DEMAND****Technical roles:**

- Software Developers
- Data Scientists & Analysts

- Cloud Engineers
- Cybersecurity Specialists

Business & Product Roles

- Product Managers
- Business Developers
- Project Managers
- UX/UI Designers
- Strategy & Operations Analysts

Top Skills Sought by Recruiters:

- Analytical and problem-solving mindset
- Data literacy (Excel, SQL, Power BI, etc.)
- Communication and stakeholder management
- Agility, adaptability, and willingness to learn

Even for non-technical students, understanding core digital concepts and data tools is now essential to succeed in tech-oriented roles.

PREPARING FOR THE CAREER FORUM

- Use the **Career Forum** as a space to learn, connect, and build visibility.
- Prepare by:
 - Researching companies attending and their current focus areas.
 - Practicing a short **personal pitch (30 seconds)** to introduce yourself clearly.
 - Updating your **LinkedIn profile** and including a **QR code** on your CV.
 - Dressing professionally and maintaining a positive, curious attitude.
 - Asking thoughtful questions – not just about hiring, but about projects, culture, and innovation.

Remember: *You're not just looking for a job, you're building professional relationships that can open future opportunities.*

UPCOMING OPPORTUNITIES AT IE

- **Career Forum – Monday:** The main networking event with leading employers across sectors.
- **Company Sessions & Workshops:**
 - **Oct 27:** Celonis Workshop – Process mining and automation insights.
 - **Nov 7:** Sales Event (Bachelor students) – Building commercial careers in tech.

- **Nov 28:** BMC Helix Showcase – Enterprise AI & digital operations.
- Continue exploring open positions via **IE Connects** and **company career portals**.

FINAL MESSAGE

The tech sector is no longer just for engineers — it's for **strategic, data-driven, and curious professionals** who understand how technology shapes business models and value creation. Whether you aim to work in **sales, product, consulting, or data**, becoming **tech fluent** is your gateway into one of the most exciting and resilient industries in the world.

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 **INTRODUCTION & PURPOSE**

- Session led by **Pedro Martínez Díez**, Employer Partnerships team.
- Objective: Provide a **snapshot of the tech sector**, opportunities, and hiring trends, followed by Q&A.
- Emphasis: Tech is **horizontal** → opportunities exist across every industry, not just “pure tech” companies.

 **THE TECH SECTOR AT A GLANCE**

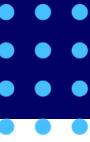
- **Global, fast-paced, innovation-driven industry.**
- Contributes ~10% of **global GDP** and millions of jobs worldwide.
- **Certifications** (AWS, Salesforce, Oracle, etc.) boost employability, even outside tech firms.
- **Main players:** Google, Amazon, Meta, Microsoft, Salesforce.
- **Key recruiters of IE students:** Amazon, Celonis, AWS, Google, Salesforce, Uber, IBM, OneTrust, Mercado Libre, Deliveroo, Telefónica, Databricks, ByteDance (TikTok), OpenAI, UiPath.

 **MARKET TRENDS**

- **AI everywhere:** Workflow automation (e.g., Copilot), Oracle & OpenAI partnerships.
- **Cybersecurity:** Investment rising due to increasing cyberattacks.
- **Cloud & Edge computing:** Next wave of infrastructure growth.
- **Green Tech:** Demand for sustainable solutions across industries.
- **Regulated AI:** Example – Italy is first EU country to fully regulate AI.
- **Health Tech & EdTech:** Traditional firms (e.g., Philips) integrating tech-driven solutions.
- **Recent milestones:** Alphabet (Google’s parent company) reached \$3T market.

 **SUBSECTORS & ROLES****Subsectors:**

- Cloud, Internet Marketplaces, IT Services, Cybersecurity, Hardware, Software, AI, Telecoms.



Roles in Demand:

- *Business/Managerial entry points:* Sales (common entry route), Strategy, Product Management, Operations.
- *Technical roles:* Full-stack Developers, AI/ML Engineers, Cybersecurity Analysts.
- *Hybrid roles:* Product Managers, Agile Coaches, Business Analysts.

Skills Needed:

- Technical proficiency (advantage, not always required).
- Business acumen & adaptability to new technologies.
- Collaboration, communication, project management.
- Curiosity and staying **up to date** with tech news, newsletters, podcasts, LinkedIn.

RECRUITMENT & CAREER PATHWAYS

- **Tech is not only for engineers** – many opportunities for business profiles.
- Sales → common gateway into **strategy, product, and management roles**.
- **Job process:** Application → recruiter screen → technical case/exercise (sometimes coding/Excel/presentation) → final interview (panel).
- **Interview tips:** Use STAR method (Situation, Task, Action, Result), prepare anecdotes, align with company mission & values.

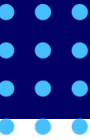
OPPORTUNITIES & EMPLOYERS

Sample roles tracked through IE partnerships:

- Applied AI Engineer Intern (AI focus).
- Strategy Consultant (Celonis).
- Product Operations (Cabify).
- Principal Analyst (Google, Dublin).
- Business Intelligence Lead (YouTube, Bangalore).
- Senior roles in Finance/Accounting, Strategy Scale-Up (for experienced profiles).

EVENTS & EMPLOYER ENGAGEMENT

- **Amazon (Oct 16)** – MBA (Pathways, Launch, internships).
- **IBM (Oct 15)** – strong focus on junior sales/consulting.
- **Career Forum (Oct 20)** – ~29 tech companies attending.
- **BMC Helix (Nov 18)** – Hackathon & roadshow in Madrid.
- Other key events: Apolix (Oct 8), regular online sessions, company visits.



GLOBAL TECH HUBS

- **Europe:** Berlin (startups), Amsterdam, Barcelona, Lisbon, London, Dublin (entry sales → regional HQ transfers).
- **US:** Bay Area, New York, Texas.
- **LatAm:** Mexico City, Bogotá, São Paulo, Buenos Aires.
- **Asia:** Bangalore, Singapore, Seoul, Hong Kong.
- **Middle East:** Dubai, Riyadh.

JOB SEARCH & NETWORKING

- **70–80% of offers** come via **referrals & networking**, not direct applications.
- **Best practices:**
 - Connect with alumni → ask for referrals.
 - Reach out directly to hiring managers.
 - Track VC portfolios (Sequoia, SoftBank, etc.) to see which startups will be hiring.
- **IE Resources:** Career Portal, Employer Partnerships, Career Advising, M1220 platform, upcoming Oracle certification access.

CLOSING INSIGHTS

- Tech = one of the **fastest growing & most dynamic industries**.
- **AI, cloud, cybersecurity, and sustainability** will dominate future roles.
- Students should:
 - Stay **flexible** on entry roles (sales, operations, product).
 - Leverage **certifications & training**.
 - Be **proactive** in networking and referrals.
 - Keep updated with **tech trends and regulations**.