

March 2026

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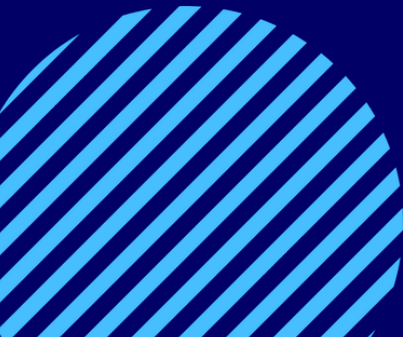
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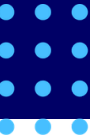
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SESSION GOALS

- 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

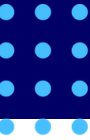
Core subsectors include:

- 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

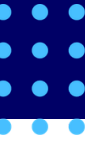
Examples include engineers, software developers, and data specialists. These roles focus on building and maintaining the technology itself.

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

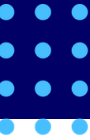
Companies are moving from experimenting with AI to embedding it directly into products and workflows. Competitive advantage increasingly depends on how effectively firms integrate AI into what they already do.

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

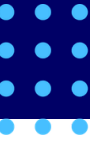
LOCATION INSIGHT: DUBLIN AS A STRATEGIC TECH HUB

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:

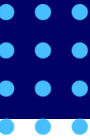
- Advanced Excel
- Basic SQL
- Power BI or similar data tools
- AI literacy (e.g. ChatGPT, Copilot, practical use of AI tools)

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

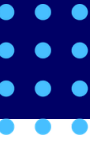
Because of this, students were encouraged to:

- 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.



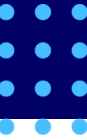
MARKET DYNAMICS & WHAT IT MEANS FOR CANDIDATES

- 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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 **OVERVIEW OF THE TECH SECTOR**

- Highly **global, fast-paced, and innovation-driven**, with tech embedded in all industries.
- Contributes to **10%+ of global GDP** and is expected to keep growing as the economy shifts to software, AI, and digital solutions.
- **20M+ jobs** globally connected to the tech ecosystem.
- Entry-level roles are changing due to **AI automation**, with a growing emphasis on **sales, product, and technical roles**.
- Hiring remains active but more conservative: companies focus on **profitability and quality over quantity**.

 **KEY INDUSTRY PLAYERS****Big Tech & Major Recruiters**

Google, Amazon, Meta, Microsoft, NVIDIA, Salesforce, Uber, IBM, Telefonica, MercadoLibre, Deliveroo, OneTrust, Fever.

Disruptors & High-Growth Firms

OpenAI, Databricks, UiPath, ByteDance.

 **MARKET TRENDS**

- **AI adoption** leading transformation across all industries.
- **Cybersecurity-first mindset**; strong demand for cybersecurity, telecom, and cloud-related profiles.
- Emerging fields: **edge computing, quantum computing**.
- Rising importance of **green tech, sustainability, and ethical/regulated AI**.
- Tech now acts horizontally, powering fintech, edtech, healthtech, etc.

 **RECRUITMENT TRENDS & IN-DEMAND ROLES****High-Demand Sub-sectors**

Cloud, cybersecurity, AI, software development, telecom, internet marketplaces, IT services.

Technical Roles

- Full-Stack Developer

- DevOps / Cloud Engineer
- Data Scientist
- AI / Machine Learning Engineer
- Cybersecurity Analyst

(Generally require engineering/CS background or strong certifications.)

Non-Technical Roles

- Product Manager
- UX/UI Designer
- Digital Business Analyst
- Agile Coach
- **Sales roles** (key entry point to Big Tech; strong internal mobility once inside)

Top Skills Sought

Technical proficiency, business acumen, adaptability, communication, collaboration, project management, and analytical skills.

CURRENT OPPORTUNITIES ON THE CAREER PORTAL

Examples mentioned:

- **DAZN** – Senior Rights Account Executive
- **Delivery Hero** – Roles in Dubai & Berlin
- **Amadeus** – Product Management (Madrid, Valencia, France)
- **Salesforce** – Program/Project Management, Sales roles
- **BMC Software** – Account Management
- **Amazon** – Various roles (largest IE employer)
- **Infosys** – MBA Summer Program (remote; potential conversion to full-time)
- **Huawei** – Key Account Manager (France)
- **Ailey Labs** – Tech Talent Acquisition

UPCOMING EMPLOYER EVENTS

- **SAS** – Masterclass on Public Policy & AI + recruitment team presence
- **Google** – “Breaking Into Tech” workshop (January 12th at the Tower)

RECENT COMPANY MEETINGS & INSIGHTS

- **Day One** – hiring across technical and non-technical roles for new Spanish data centers.

- **Google Dublin** – recommended hub in Europe; visa sponsorship possible for qualified candidates.
- **LG NYC** – opportunities for NY-based IE students.
- **BMC** – launching U.S.-style internship program in Spain.
- **Glocal** – technical roles, especially in sports/entertainment tech.
- **IBM, DXC, Adobe** – internships starting summer 2026.
- **Scalian** – sponsorship for engineering backgrounds (Spanish required).
- **Ailey Labs** – hybrid tech roles in veterinary AI; diversity focus.

London market insights:

AI skills are essential, soft skills differentiate candidates, work visas possible, referrals highly valued.

HOW TO ACCESS HIDDEN JOB MARKETS

- Prioritize **referrals** (70–80% of tech hires).
- Leverage **IE alumni** on LinkedIn for introductions.
- Reach out directly to **hiring managers**.
- Follow **VC portfolios** for scale-up opportunities.
- Stay updated via newsletters, podcasts, and industry news.

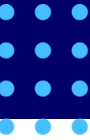
Strong Locations for Senior Roles

- **Europe:** London
- **US:** San Francisco, New York
- **LATAM:** São Paulo
- **Asia:** Singapore, Hong Kong
- **Middle East:** Riyadh (emerging hub)

TYPICAL RECRUITMENT PROCESS

1. Application
2. Recruiter screening call
3. Technical/case assessment
4. Final interview loop (4–5 rounds)

Use the **STAR method**, prepare thoroughly, and practice with tools like CaseCoach and Glassdoor.



RECENT TECH NEWS

- Hewlett-Packard & Amazon announcing layoffs due to **AI automation** (shift in role composition).
- Major upcoming **AI regulatory changes** in the US and EU.
- Advancements in **ChatGPT voice mode** and implications for business operations.

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 **OBJECTIVE**

Give candidates a market snapshot, surface priority roles/skills, and outline a pragmatic go-to-market (GTM) job-search strategy for tech.

 **SECTOR OVERVIEW**

- Tech is **global, fast-paced, innovation-driven** and increasingly **horizontal**— touches every industry.
- ~**20M+ jobs** across the broader tech ecosystem (not just “Big Tech”).
- A small set of **key players** dominate share (Google, Amazon/AWS, Microsoft, Meta, NVIDIA, Salesforce, Uber, etc.) with ongoing consolidation and ecosystem bets.
- **Disruptors** (startups/scaleups): OpenAI, Databricks, ByteDance/TikTok, etc. Don’t sleep on high-growth mid-caps and unicorns.

 **TOP IE EMPLOYERS (HISTORICAL)**

- **Amazon** (incl. AWS), **Celonis**, **Google**, **Salesforce**, BMC, and others. (Order highlighted: Amazon → Celonis → AWS...)

 **TRENDS (WHAT’S HOT)**

- **AI boom** across functions/industries.
- **Cybersecurity** demand rising with attack surface growth.
- **Edge computing & cloud-native** scale-out.
- **Green tech / sustainability** investments up.
- **Ethical & regulated AI** becoming a strategic priority.

 **SUBSECTORS & IN-DEMAND ROLES**

Sub-sectors covered by T&C: Cloud; Internet & Marketplaces; IT Services; Cybersecurity; Hardware; Software; AI; Telco.

Role landscape

- More technical (light blue in deck): Software Architect, Data Scientist, Cybersecurity, etc.
 - Note: For cybersecurity, **literacy beats perfection**—you can learn on the job if you grasp fundamentals.

- Business-aligned (navy): **Product Management, UX/UI, Agile/Digital, Sales/BD/Partnerships**, select PMO.
 - **Sales/BD** is often the **easiest entry ramp** into tech for non-engineers: you “translate” product value to customers.

Role evolution (last ~3-4 years)

- Growth in **Software Architect** and **Data Scientist** demand (per graph referenced).

GEO HUBS & MOBILITY

- **Europe: Dublin** = flagship tech hub; strong for sales/entry into ecosystem. London competitive yet active; alumni density helps.
- **US:** SF Bay Area, New York, Austin (work permits/geopolitics matter).
- **LATAM:** São Paulo, Mexico City, Bogotá, Buenos Aires.
- **Takeaway:** Be flexible on location early to maximize traction and learning curve.

LIVE OPPORTUNITIES (EXAMPLES MENTIONED)

- Roles seen on **1220** (new IE career portal; migration from Simplicity): Salesforce (PM in Mexico), OneTrust (more technical, Italian a plus), **Ali Labs** (Jr. Data Scientist), **Google** (Dublin focus), **Glovo** (Barcelona), **Celonis** (people-oriented role), **Telefónica** (Madrid).
- “Junior” often still expects 3–4 years’ experience—read JDs, not titles.

HOW TO COMPETE (PLAYBOOK)

Network as core channel

- 70–80% of offers involve **referrals**. Engage **IE alumni, faculty, on-campus company events**.
- Don’t limit to HR—**hiring managers** often influence/referral-source upstream.

Referrals timing

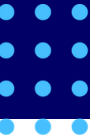
- **Ask before** submitting the application; referred candidates often receive a **distinct referral link**.

Company research

- Know **mission, values, recent news, alliances, challenges**. Map what the company **actually sells** and where you “touch” it (e.g., Oracle examples: transit payments, retail stock-lookup).

Be market-literate

- Stay current via **newsletters/podcasts/LinkedIn** (TechCrunch, MIT, etc.). Show POVs in interviews.



Translate transferrable skills

- Especially for sales → partnerships/BD/CSM: highlight **people skills, pipeline ownership, quota accountability, stakeholder mgmt**, and how they **port** to the new role.

Case & technical readiness

- Use **STAR** (Situation, Task, Action, Result [+ Recommendation]) for behavioral loops (esp. Amazon-style).
- Practice **business cases/Excel** even outside consulting.

Leverage IE Talent & Careers

- **Mock interviews, forums, company sessions, alumni mentors**, and the **1220** job board.



Q&A HIGHLIGHTS

- **CV/Application support:** Work with your **CDA/advisor** (e.g., EMBA: Monse) for CV, CL, LinkedIn.
- **Career pivot from Sales:** Partnerships/BD/customer-facing leadership are natural adjacencies. Don't wait for 100% JD match—**sell your transferability**.
- **Referrer incentives:** Employees often receive bonuses; many are happy to refer strong fits.
- **Market dynamic:** Juniors face headwinds; **experienced profiles are prioritized** as some entry-level tasks are automated. Play your experience as an asset.



ACTION CHECKLIST (TL;DR)

- Identify 20–30 target companies (mix of Big Tech + unicorns/scaleups).
- For each, map **what they sell** and **the roles you can credibly target**.
- Build a **referral tree** (alumni + hiring managers) and **ask for referral pre-application**.
- **Tailor CV** per JD; mirror competencies/values.
- **Practice STAR** answers and 2–3 **business cases**.
- Subscribe to 2–3 **newsletters**; follow target **CEOs/PM leaders** on LinkedIn.
- Consider **Dublin/London/Barcelona/Madrid** as practical on-ramps; stay geo-flexible.
- Use **IE T&C** assets (mock interviews, events, 1220).

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 **INTRODUCTION**

The session, led by **Lourdes Durán**, Associate Director of Talent & Careers at IE University, provided an in-depth overview of the **technology sector**, its current dynamics, and its career opportunities for students and young professionals. The goal was to contextualize how the industry is evolving, identify where hiring activity is concentrated, and outline how participants can best position themselves to succeed in this fast-changing field.

The conversation emphasized **active engagement and curiosity**, encouraging attendees to use the session as a space for learning, discussion, and professional preparation ahead of upcoming career events.

 **THE GLOBAL TECHNOLOGY LANDSCAPE**

The technology sector represents approximately **10% of global GDP** and employs **over 20 million professionals** across diverse disciplines. It remains one of the world's most **innovative and rapidly transforming industries**, continually shaped by advancements in **artificial intelligence, data, and digital infrastructure**.

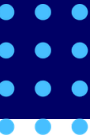
While major corporations such as Google, Amazon, and Meta have faced **restructuring and layoffs**, overall talent demand remains robust. Every major industry—finance, healthcare, retail, energy, and luxury—is undergoing **digital transformation**, creating continuous need for tech-fluent professionals capable of integrating technology into strategic operations.

 **KEY PLAYERS AND MARKET DYNAMICS**

Global leaders such as **Google, Amazon, Microsoft, NVIDIA, and IBM** continue to dominate the industry through scale, innovation, and diversification. However, the landscape is evolving quickly, with **emerging disruptors** including **OpenAI, Databricks, and TikTok**, as well as numerous **AI-first startups** driving exponential change.

Hiring trends demonstrate sustained interest in:

- **AI integration and machine learning** capabilities.
- **Data-driven decision-making** across business units.
- **Cybersecurity and privacy compliance**.
- **Cloud computing and automation** for scalability and efficiency.



These focal points represent **strategic entry paths** for students pursuing both technical and business-oriented careers.



EMERGING TRENDS RESHAPING THE SECTOR

The session highlighted several **macro-trends** defining the future of work in technology:

- **Artificial Intelligence (AI):** Now embedded across business functions, reshaping operations, marketing, and product development.
- **Cybersecurity:** Escalating importance due to data breaches, privacy laws, and hybrid work environments.
- **Cloud Computing & Edge Infrastructure:** Foundational for corporate agility and digital scale.
- **Sustainability & Green Tech:** Companies investing heavily in renewable solutions and responsible innovation.
- **Ethical AI & Data Governance:** Increasing corporate focus on balancing progress with accountability.

Together, these shifts are redefining the **skills, mindsets, and leadership models** needed to thrive in technology-driven organizations.



ROLES AND SKILLS IN DEMAND

The conversation underscored that **technical expertise alone is not enough**. Successful professionals combine analytical rigor, communication skills, and adaptability.

Technical Roles:

- Software Developers
- Data Scientists & Analysts
- Cloud Engineers
- Cybersecurity Specialists

Business & Product Roles:

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

Core Competencies:

- Analytical and problem-solving mindset
- Data literacy (Excel, SQL, Power BI, etc.)

- Strong communication and stakeholder management
- Agility and a continuous learning mindset

Insight: Even non-technical professionals must understand core digital concepts to operate effectively in tech-oriented environments.

PREPARING FOR THE CAREER FORUM

Students were encouraged to leverage the upcoming **IE Career Forum** as a strategic opportunity to **connect, learn, and build visibility**.

Practical preparation includes:

- **Researching companies** attending and their strategic focus.
- **Crafting a concise personal pitch (30 seconds)** that highlights key strengths.
- **Updating LinkedIn and resumes**, adding a QR code for networking.
- **Maintaining a professional and curious attitude** during interactions.
- **Asking smart, forward-looking questions** about culture, innovation, and growth areas.

Networking, as emphasized, should be seen as **relationship-building**, not just job-hunting.

IE UNIVERSITY CAREER OPPORTUNITIES

The following events were highlighted as part of the broader IE career ecosystem:

- **Career Forum (Monday):** The main networking event with top employers.
- **Celonis Workshop (Oct 27):** Process mining and automation.
- **Sales Event (Nov 7):** Building commercial careers in technology.
- **BMC Helix Showcase (Nov 28):** Enterprise AI and digital operations.

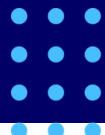
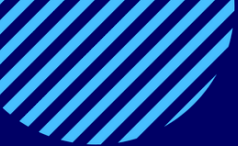
Participants are advised to remain proactive by regularly checking **IEConnects** and company portals for open positions.

FINAL REMARKS

The session concluded with a powerful message: The **technology sector is no longer just for engineers**. It's an ecosystem for **strategic, data-driven, and curious professionals** who understand how technology drives business value and societal impact.

To thrive, future leaders must combine:

- Technical fluency with strategic thinking



- Human creativity with analytical precision
- Curiosity with resilience

In a rapidly evolving digital economy, **tech fluency is not optional – it is essential.** Those who master it will play a pivotal role in shaping innovation, sustainability, and inclusive growth.

[CLICK HERE FOR SESSION RECORDING](#)

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 **INTRODUCTION & CONTEXT**

- Pedro Martínez Díez introduced himself as **Head of the Tech Sector** within the Employer Partnerships team.
- Goal of the session: **interactive overview of the tech sector**—landscape, players, opportunities, trends, and career advice.

 **THE TECH SECTOR OVERVIEW**

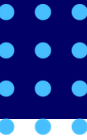
- Tech = **broad, global, and innovative industry** impacting GDP and job creation.
- Contributes **10%+ to global GDP** with **20M+ jobs worldwide**.
- Not just tech companies: tech roles exist across **all industries**.
- Certifications (AWS, Salesforce, Red Hat, etc.) can be a **fast track into opportunities**, even outside "pure" tech.

 **MAJOR PLAYERS & OPPORTUNITIES**

- **Big tech:** Google, Amazon, NVIDIA, TikTok, Microsoft, Salesforce, Oracle, Cisco, etc.
- **Startups:** often faster growth, quicker responsibility, and more senior roles earlier than at large companies.
- **Amazon:** consistently hires many graduates (aligned with MBA profiles), running Pathways & Launch programs.
- **Other strong recruiters:** AWS, Salesforce (sales-focused), Google, ByteDance (TikTok), Databricks (disruptive in AI/cloud).

 **SUBSECTORS & ROLES**

- **AI adoption** is the dominant theme—affecting all areas.
- **Cybersecurity** is growing due to increased cyberattacks (firms like Palo Alto, Cisco, Oracle).
- **Cloud & Data** continue to expand.
- **Green tech & sustainability:** emerging hybrid roles; dedicated events being planned.
- **Regulation:** especially in AI (e.g., Italy = first with full AI regulation, more countries likely to follow).
- **Health tech** also growing (Philips, biotech, medtech).



KEY VERTICALS IN TECH

Grouped into:

- **Cloud** (AWS, Azure, Google Cloud).
- **Marketplaces** (Amazon, Netflix, platforms).
- **Cybersecurity** (Cisco, Palo Alto, Oracle).
- **Hardware** (Apple, Dell).
- **Software/SaaS** (Google, enterprise software).
- **AI & Quantum** (OpenAI, emerging players).
- **Telecoms** (global providers).

ROLES & PROFILES

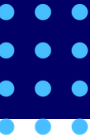
- Don't be discouraged if not highly technical: **many business-focused roles exist.**
- Example roles:
 - Product Managers (tech-fluent, not coders).
 - Digital Business Analysts.
 - Cybersecurity Sales & Consulting.
 - Operations & Service Delivery.
- **Skills needed:** business acumen, B2B sales, cross-cultural teamwork, some technical fluency (but not deep coding).

CAREER ADVICE

- **Referrals are critical:** alumni or employee referrals often bypass ATS systems.
- **STAR method** for interviews: have structured, story-based answers.
- **Hidden job market:** many roles come through networking, not job portals.
- Make **shortlists of target companies**, check both IE Career Portal + company websites.
- **Certifications** can provide an edge: AWS, Salesforce, Google Cloud, Oracle AI.

GEOGRAPHIES & TECH HUBS

- **Europe:** Dublin (major hub), Amsterdam, London, Berlin, Barcelona, Lisbon.
- **US:** San Francisco, Austin, Dallas, New York.
- **LatAm:** Mexico City, Buenos Aires.
- **Asia:** Bangalore, Singapore, Seoul, Hong Kong.
- **Middle East:** Riyadh emerging.
- Madrid = smaller scene, more startups vs big tech.



ON-CAMPUS & UPCOMING OPPORTUNITIES

- **Career Fair** (late Oct, tech focus on 20th–21st).
- **Amazon Pathways & Launch program presentation** (Oct 16).
- **TikTok campus visit** (directors from the US, opportunities in London/NY).
- **Apolix event** (Oct 8, more senior-level).
- **Hackathon with BMC** (technical profiles, winners present Nov 18).
- **IBM session** (sales/consulting focus, Valencia center).

PRACTICAL TIPS

- Language: **English usually enough** for big tech; local languages needed for sales/market-specific roles.
- Prepare for technical interviews only if the role requires (basic coding familiarity = advantage, but don't over-invest if not needed).
- Be flexible: **start in Dublin/Amsterdam**, then transfer to home markets.
- Startups = **hidden opportunities & fast growth**.

SECTOR-SPECIFIC Q&A HIGHLIGHTS

- **Fashion Tech:** niche, mostly technical (customization/data).
- **Health Tech:** strong in Dach region (Germany, Austria, Switzerland).
- **Non-tech profiles** (finance, marketing, ops) also valued in tech companies.
- **Referrals** work best when role-specific, but any company employee can help.

CLOSING NOTES

- The sector is **expanding fast**, with AI, cloud, and cybersecurity leading the charge.
- **Networking + referrals + certifications** are the strongest levers for students.
- Stay flexible with **roles, locations, and companies**—many paths lead into tech.
- IE career resources + personal initiative (hidden job market) = best strategy.