

Los *alumni* como activos estratégicos para la reputación universitaria

Franz Heukamp,
IESE Business School





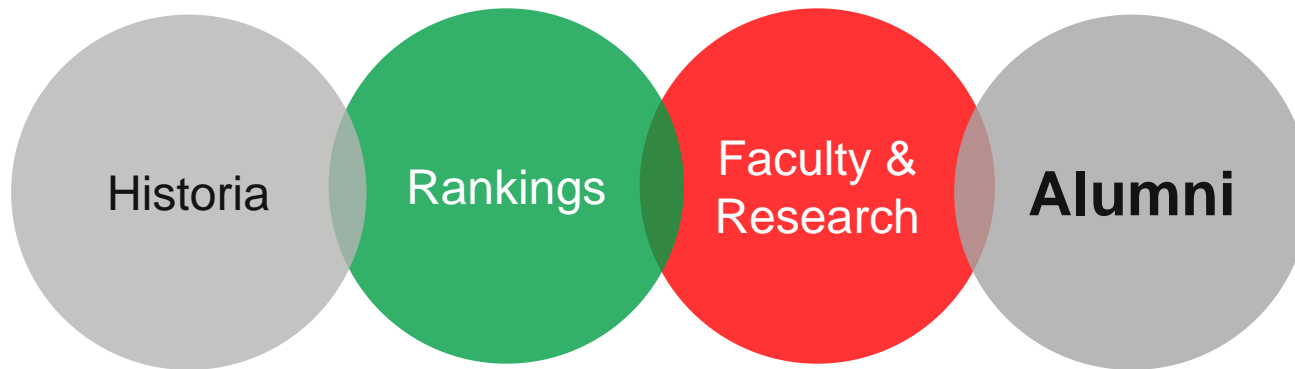
Los *alumni* como activos estratégicos para la reputación universitaria

Franz Heukamp, IESE Business School

■ Sintiéndonse muy cercanos a la Escuela



■ Fuentes de prestigio de las Escuelas de Dirección





El prestigio de la escuela a través de los Alumni



Con la escuela



Entre ellos



IESE Alumni en el mundo

 **48,523**
TOTAL ALUMNI

 **139**
NATIONALITIES

 **36**
CHAPTERS

ALUMNI LEARNING PROGRAM

 **228**
SESSIONS

- 123 sessions in 14 cities in Spain
- 105 sessions in 40 cities outside Spain

 **+24,400**
PARTICIPANTS

- 87% participants in Spain
- 23% participants outside Spain

ALUMNI APP

 **13,042**
DOWNLOADS

DIGITAL LEARNING PROGRAM

 **166**
ONLINE SESSIONS
(e-conferences)

 **+20,731**
ONLINE SESSION VIEWS

ALUMNI CAREER SERVICES

 **+800**
CAREER ORIENTATION
INTERVIEWS

 **25**
CAREER ADVISORS

NETWORKING

 **13**
REUNIONS AND MEETINGS

 **6,227**
PARTICIPANTS

Some examples:

- Ex. Ed. reunions in BCN: 684 attendees
- Ex. Ed. reunions in MAD: 1,400 attendees
- EMBA & MBA reunions: 1,604 attendees

TOURNAMENTS

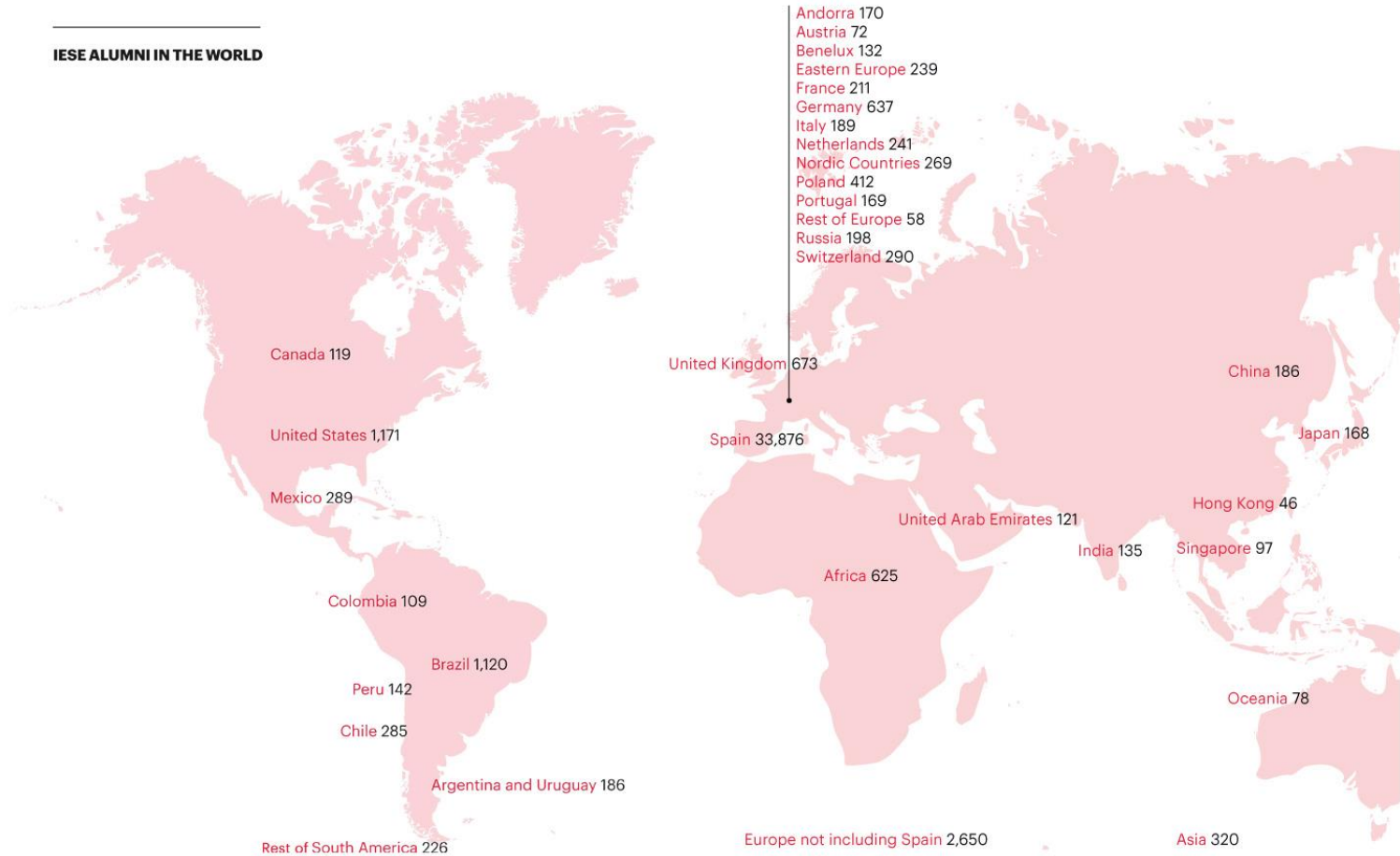
- 1 golf tournament
- 3 paddle tennis tournaments
- 1 running event

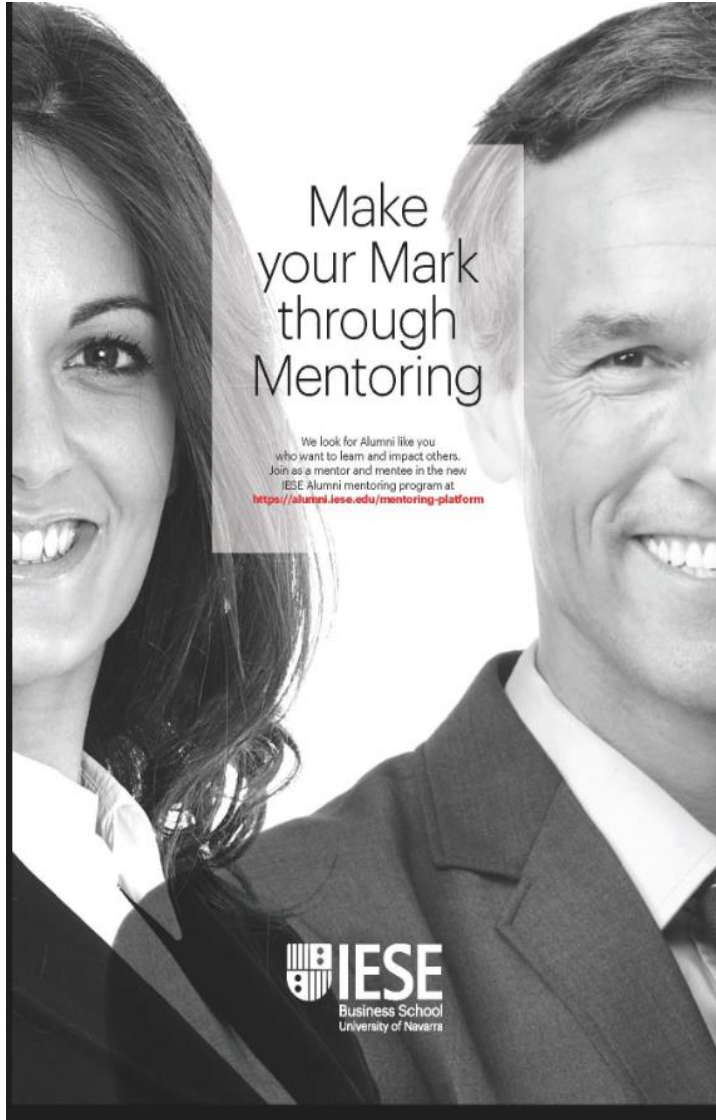
 **348**
PARTICIPANTS

**Data source: Salesforce as per August 31st, 2018.*

Chapters de Alumni en el mundo


IESE ALUMNI IN THE WORLD





Make
your Mark
through
Mentoring



We look for Alumni like you
who want to learn and impact others.
Join as a mentor and mentee in the new
IESE Alumni mentoring program at
<https://alumni.iese.edu/mentoring-platform>




IESE
Business School
University of Navarra

Even the bravest heroes need an ally to succeed

IESE Career Advisors and Coaches
alumniCareers@iese.edu



IESE ALUMNI
Business School
University of Navarra



1 Executive
Education
2011 2016 2017
FT
FINANCIAL
TIMES



Learning

Keep IESE alumni up-to-date with the most relevant ideas in leadership and management and cultivate a dynamic forum for learning.

Career

Accompany and support alumni throughout their professional careers, and provide training and research activities to help alumni in every phase of any entrepreneurial journey.

Networking

Enable alumni to maintain and enrich their connections to the school, faculty members and fellow graduates.

Support IESE

Give graduates around the world opportunities to connect and collaborate with the school as it grows.

Apoyando en Salidas Profesionales



■ Compartiendo su experiencia



Luis Maroto MBA-89, CEO Amadeus Group, Graduación del EMBA 2015 en Madrid



IESE
Business School
University of Navarra

A Way to Learn
A Mark to Make
A World to Change



IESE Alumni en el mundo



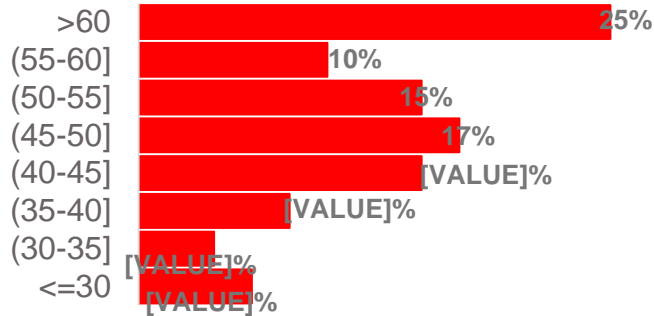
47.256

ALUMNI ALL OVER THE WORLD

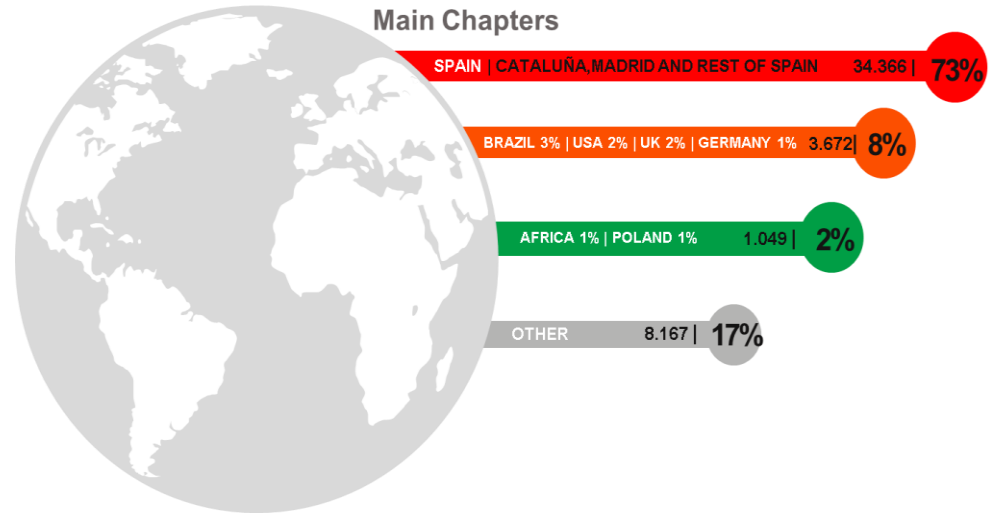
40%

MEMBERSHIP

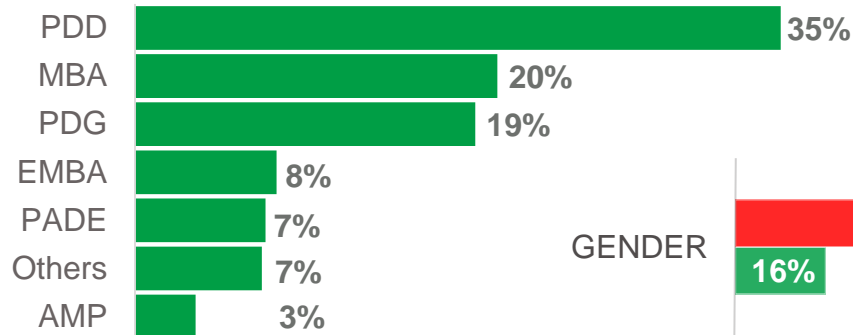
Age Range



Main Chapters



Program Type



GENDER

