



BABSON
MBA

2007

F.W. OLIN GRADUATE SCHOOL OF BUSINESS

ADVANCING YOUR CAREER

The MBA Center for Career Development



THE MBA THAT DELIVERS®

ADVANCING YOUR CAREER

Pursuing an MBA at Babson can dramatically change the trajectory of your career path. Along with the academic knowledge you receive through your graduate school experience, you also will learn how to compete in an ever-changing marketplace.

That is why the MBA Center for Career Development is designed as a customer-centric consulting services organization that will be your partner throughout your Babson experience. Unlike most business schools, the MBA Center for Career Development is built around a relationship manager who will work closely with you to develop and execute a strategy in landing an internship, a full-time position, or guidance toward starting your own business. The MBA Center for Career Development is made up of a seasoned team of industry professionals with more than 100 years of experience in key industry sectors such as financial services, consumer products, technology, life sciences, consulting, and professional services. Each relationship manager maintains an active corporate account base that enables them to create the shortest path between your career objectives and the appropriate opportunity.

The keys to success are preparation, commitment, and timing. You will learn how to use our innovative framework for building an individualized career strategy. By having a clear understanding of the needs of our corporate partners, you can better position yourself to succeed with some of the world's top employers.

This new approach to career development has returned impressive results. Recruiters report strong improvement in their perception of the Babson MBA brand, and an increased desire to interview Babson candidates for key positions across all industries. Our students are prepared to compete in a dynamic marketplace. In fact, employment has increased in each of the

three years since this model was implemented (see graph 1). With respect to compensation, the average starting salary for the graduating class also has improved during the same time frame (see graph 2). Subsequently, because corporate partners prefer our new service delivery model to other career services operations, employment opportunities have increased dramatically since the model was implemented in 2004 (see graph 3).

It is clear that the path to a successful career launch is through a strong partnership with the MBA Center for Career Development. Not only will we teach you the skills to win today, we'll give you the tools to help you be successful in your professional career.

CAREER STRATEGY

Launch Search Process

Build Branding Strategy

Strategy Execution

Closing the Deal

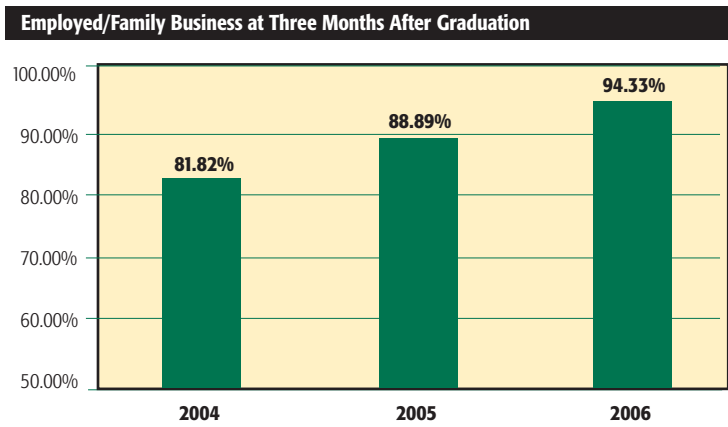
Self Assessment

Build Brand Position/Value

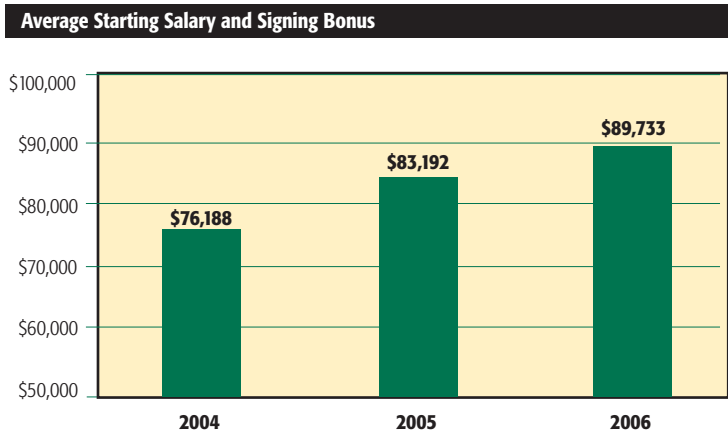
Opportunity Creation

Overcome Barriers/Negotiations

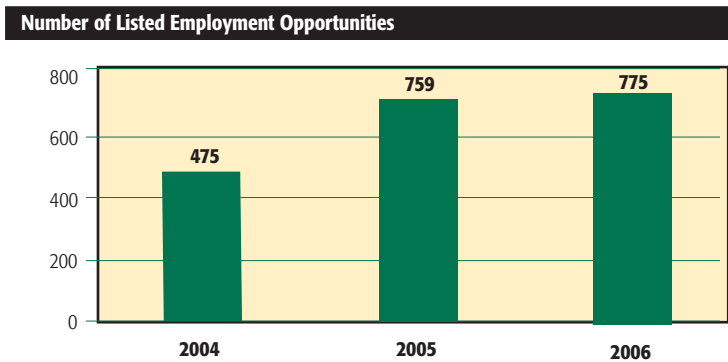
Graph 1



Graph 2



Graph 3



ARDENNES CAPITAL



Anu Rames M'06
Function: Equity Research Analyst
Location: Boston, MA

The Story: I started my second year knowing that I wanted to go into equity research. I realized early that breaking into equity research would be challenging since I was a career changer (from engineering) and I needed to get a job in Boston. To improve my chances of success, I joined the Babson College Fund (BCF) as a portfolio manager for the Technology Sector. I attended the Boston Security Analyst Society and QWAFAFEW meetings to network with professionals in the industry. I made sure to network with speakers at the Babson Investment Management Association meetings. Books like *Market Wizards* and *One Up on Wall Street* helped me understand how the industry worked.

The Approach: Initially, I connected with alumnae in the investment business; on average, I e-mailed five alumnae per week. I made sure to ask finance, economics, and accounting professors for advice and networking tips. My finance professor helped me redo my cover letter. I could access the chartered financial analyst job boards through BCF, which was a great resource. I checked the e-recruiting site daily and applied early on for jobs (The early bird catches the worm!). I also looked up Nelson's directory through Horn Library and called on local Boston investment companies. I sent unsolicited letters with my résumé and work samples to random portfolio managers and equity research directors in Boston (I always found their work addresses using Google.). I also used the Bloomberg job site in the Cutler Center. All this helped me connect with several investment professionals!

The Result: It was around February when I started receiving calls for investment/IB related jobs. Most research interviews involved questions such as, "Tell me about a stock you like and why will it go up or down." The BCF and the Equity Portfolio Management class had prepared me well for these kinds of interviews. I found the posting for my current job on the Babson alumni job site. I received two job offers in the same week in April.

Words of Wisdom: "Never leave any stone unturned!"

BAIN & COMPANY



Precillia Redmond M'07
Department/Title: Strategy Capability/Intern
Location: Boston, MA

What was your internship strategy?

At first, my strategy focused on obtaining an internship with a strategy consulting firm. First I applied to structured programs that traditionally don't recruit from Babson. Unsuccessful, I searched the CCD database for alumni working for major consulting firms. After finding few leads, I then spoke with Professor Thomas Davenport. He suggested I search for internships in other consulting areas, namely knowledge management. I happened to be in the right place at the right time.

What were your responsibilities?

Bain structures their departments based on an individual's industry expertise. I worked for the strategy capability department, which creates thought leadership initiatives that are then used in proposals by different verticals. The end product resulted in case studies and research focused on innovation, product, and company redefinition, and shrinking to grow.

Was the project challenging and what surprises did you face?

Some projects proved more challenging than others depending on the end goal and the deadlines under which I was working. Understanding the application of my specific work was critical to success. One of the challenges I faced was working for a manager who was in the office just one day a week. However, this challenge provided me with the opportunity to show initiative and create my own direction.

What did you gain from this experience?

The experience gave me exposure and insight into how a consulting firm actually functions. Working for a strategy group, instead of directly with clients, helped me understand what drives consulting firms' point of view on certain issues and where the points of view originate. I also learned that each consulting firm has a unique culture and that it's very important to fit the individual with the firm's culture.

Words of Wisdom: "Identify early on whether you're more interested in working in a specific industry, specific company, or specific job function. Take the time to determine which of these three is most important in achieving your career goals as you may be presented with an opportunity that is one but not the other."

BRINE CORPORATION



Sean Kelly M'06
Function: Soccer Brand Manager
Location: Milford, MA

The Story: In college, I started a landscaping business and a real estate investment company. Before Babson, I was working as a telecom engineer for Verizon in New York City. I decided to go back to school and wasn't sure exactly what I wanted to do. I was more concerned about loving what I do than making money. I asked myself what was more important—feeding my passion for entrepreneurship or doing what I love?

The Approach: At an entrepreneurship conference, I met the gentleman who was then in my current position. I spoke to him about my ideas around obtaining a license for my own footwear brand. Someone overheard him talking about his ideas and introduced himself and we developed a friendship.

I did a lot of research and used the library resources extensively to seek an internship in the footwear and apparel industry. It was clear that I had to be more creative, so I created a custom e-mail that highlighted my involvement in footwear and apparel, my involvement in soccer, and my passion for the sport, and laid out the skills that I could bring to the table. I customized the e-mail for each company and focused on different companies on different days, introducing myself, what I am about, etc. I actually got a pretty good response, and took the internship with Fila.

During my second year, I did two MCFEs with Puma and Converse. I took full advantage of opportunities to transform my résumé from one that reeked of a telecom engineer to a résumé of one who is well versed in footwear and apparel. With that background, it was then just a matter of getting my foot in the door, performing well in the interview and following up better than anyone I was competing against. I kept my target companies in the loop on ongoing projects I was doing to fill gaps in my product experience.

The Result: I reflect on my Babson education for the mechanics of running a company (cashflow, HR, structure, working in teams). But, for day-to-day tasks, I look back on my BCAP internships, and MCFE experiences. For any given task, I am using my education and my experience. I manage all of our product lines, drive our grassroots marketing, and interact with sales reps to support them any way they need. I spend a lot of time working with our larger customers, conduct a lot of product research, and act as the face of Brine soccer.

Words of Wisdom: "If you love what you do, you'll never work a day in your life."

EMC CORPORATION



Heather (Loitherstein) Margolis M'06
Function: Channel Marketing Program Manager
Location: Franklin, MA

The Story: I had always known that I wanted to get into high-tech marketing. Since college, I had made job decisions based on the glamour of the position or higher pay, but they weren't necessarily positions that would accelerate my career. When I started at Babson, I focused on supplementing my experiences with what I needed to transition into a marketing position in high tech.

The Approach: I continued to work at my summer internship at a high-tech company as I started my second year and was planning to return to that employer. Though I wanted to have a competitive offer, I hadn't looked very much because I was very focused on school and working about 30 hours a week.

In February, I decided that the position wasn't right for me; the company was not moving in the direction I was hoping. I went on the Russia trip and started seriously looking for another opportunity in March. I reached out to my old venture capital and real estate contacts and told anyone I thought might have a contact that I was looking. I did a lot of informational interviews with executives I knew from my previous career. I regularly looked at Experience.com, Monster.com and theladders.com, and went through the process of sending tons of initial e-mails. When I saw a company had a position posted, I sent a résumé and I also researched who was on the executive team and the board of directors to see if I knew anyone from my past.

I was not shy at all. I would call people I hadn't spoken to in five years and let them know I was finishing my MBA and would appreciate any help with the job search. I followed up constantly and kept a spreadsheet of jobs I applied to, with follow-up dates. Eventually, I accepted a contract position in New York for the summer. In August while still actively searching, I received an e-mail from a former classmate at EMC that she was looking for people. I had applied to EMC many times in the past and the position was a perfect fit. After several interviews, I got the job!

The Result: I'm getting great recognition for the project I'm working on, and have been pleased with the amount of mentoring and coaching. The tools I learned in MODA and Leading and Managing Change classes have been very valuable. There are a lot of opportunities to move around here. Things change all of the time. I was pleasantly surprised by how well thought of Babson is within EMC and the number of alums that are working here.

Words of Wisdom: "You need to look for a job like it is your J-O-B. It's work and the harder you work, the more it pays off."

GLOBAL E-POINT



Mario Estacio M'07
Department/Title: Strategic Planning/Analyst
Location: Los Angeles, CA

What was your internship strategy?

I used a three-pronged approach: Tony Tristani in CCD was an initial contact for career advice, e-recruiting, and networking. Having previously worked with multinationals, I had a specific internship target: small/midsized companies with entrepreneurial environments. Using a network both within and outside of Babson eventually led to an offer. An external contact connected me with the founder of Global E-Point (GEPT), a midsized entrepreneurial company that perfectly fit my criteria.

What were your responsibilities?

I had two main tasks. The first involved a strategic audit of business processes of a recently acquired division, with a view to efficiently integrate it into the parent company. I recommended strategies to mitigate cultural differences and developed methods to harmonize processes and improve efficiency and productivity. The second included a comprehensive valuation of a business unit for a possible divestiture, involving information gathering, assumption building, and financial modeling.

Was the project challenging and what surprises did you face?

My internship was challenging as I had had little financial background prior to the internship. The position allowed me to use skills learned at Babson and apply them to the specific job tasks. The different dynamic of a smaller company surprised me, particularly the relative lack of infrastructure and resources available. I did, however, enjoy the “family” culture, and there was less of a bureaucratic structure.

What did you gain from this experience?

As a potential future entrepreneur, my internship gave me invaluable practical experience in this area. I also was able to use my experience at GEPT to apply the tools and theories I learned at Babson. I felt I added significant value as my recommendations will be implemented by the firm in the future.

Words of Wisdom: “Don’t underestimate the power of networking to get yourself the internship position you’re looking for. Also, make sure you know what you’re looking to get out of an internship, and keep this in mind when undergoing your search.”

GRAND CIRCLE TRAVEL



Sebastian Saporiti M'07
Department/Title: Quality Analyst
Location: Cape Town, South Africa

What was your internship strategy?

As a career changer, I sought experience in an industry unrelated to my previous professional background. I also wanted to gain international exposure interning for a multinational firm. Because I had a specific focus, I signed up for the Global Management Program (GMP). By committing to GMP in October, I fulfilled both goals: experience in a new industry and the opportunity to work in a global environment and learn another culture.

What were your responsibilities?

First, I gathered data from customer surveys regarding the quality of travel tours. Then I analyzed and interpreted the data. From the results, I provided recommendations and presented a quality action plan to senior management on how to improve the tours. Additionally, I developed frameworks to monitor key levers that affected the overall performance of the business. Grand Circle is currently implementing section of my proposed quality action plan.

Was the project challenging and what surprises did you face?

Initially, management provided top-level guidelines for the project. I was handed quality analysis projects and basically given carte blanche on how to approach the project and propose the recommendations. The freedom of this engagement required me to think and act independently, which proved challenging, especially within a given time frame. I enjoyed this freedom of proceeding without any obstacles. The cultural differences provided a pleasant surprise. I expected the operation to function as a one-man show, but found it very organized and developed, as well as that it functioned optimally in a team-oriented environment.

What did you gain from this experience?

I received international exposure, in a new industry, with a firm blending many different cultures. I learned how to manage time and expectations regarding the demands of both the clients and the company, as well as how businesses function in different environments. Immersing myself in that surrounding made me more flexible and adaptable, and better prepared me for the future.

Words of Wisdom: "For those that know you want to gain international exposure and experience, take advantage of the services that the GMP has to offer and sign up with them as early as possible."

HOME DEPOT



Lisa Halpert M'07
Department/Title: The Future Leaders Program/HR-Leadership
Institute Intern
Location: Atlanta, GA

What was your internship strategy?

I met with Susan Lemke in CCD in August! I took every opportunity to talk to people—parents' friends, happy hours, past contacts, etc. I have an e-mail list that I keep people posted on everything happening with me. Therefore, I can stay in touch, even when I am not asking for something, but when I do ask, people are more receptive. The key was keeping my options open by being proactive and taking initiative through attendance at information sessions and sending out lots of résumés.

What were your responsibilities?

As part of Home Depot's Leadership Institute, I served as the project lead in developing a leadership workshop for senior level managers at this year's forum, which involved managing and advising senior management. Additionally, I created a success profile for front line supervisors as a foundation for a new curriculum that is in development. The profile defined the characteristics and behaviors of successful associates in order to lay the foundation for a new associate training program curriculum.

Was the project challenging and what surprises did you face?

Learning the company culture was very challenging, especially adjusting to the sheer size of the company and the process for getting approval and access to information. As an internal consultant for the workshop development, I had to gain credibility quickly in an area where I was not an expert.

What did you gain from this experience?

I gained exposure to a top-tier, Fortune 100 Company, including the internal environment and retail industry. This experience provided me with exposure to the for-profit world and the opportunity to learn more about what I want with my future career.

Words of Wisdom: "Keep your options open and talk to as many people as possible. Take initiative and remain proactive throughout the process, even when it seems daunting."

OCEAN SPRAY



Name: Katherine Otway M'07

Department/Title: Marketing/New Products' Assistant Marketing Manager

Location: Middleboro, MA

What was your internship strategy?

I started early, thinking that I wanted to do management consulting for two months and then realized I was more of a marketer. I asked Tony Tristani what the best internships were through CCD and applied to those. I made sure I knew why I wanted to work at each company and why I wanted each job and that I was not just randomly applying. Finally, I prepped really hard for interviews.

What were your responsibilities?

I worked on about four different projects. The first was a new food product for which I created concepts and prototypes and tested them. The deliverable was a quantitative concept test. The second was a new beverage product. I conducted a competitive industry analysis and worked with R&D on new ingredients, trends, etc. The two other projects included sourcing and procurement and interviewing vendors.

Was the project challenging and what surprises did you face?

There were no surprises. The project was more about learning the basics and putting into practice what we learned in the first year. It was more applicable than I thought.

What did you gain from this experience?

I learned marketing basics that I didn't have from my background. One of the best things for me was the exposure to meeting people, understanding what their job functions were, and learning as an intern how to get things from them. I had the opportunity to interact with many higher ups and different departments, and acted as the center hub in assembling resources on time and presenting them to senior management.

Words of Wisdom: "You have to do your homework and you have to prepare. Remember—you are a reflection of Babson! Make sure the internship is a good fit. The point is to get a job that you want and can learn from. Don't just show up to interview—be prepared!"

PA CONSULTING GROUP



Matthew Marx M'06

Function: Principal Consultant, Global Systems Integration & Solutions Group
Location: Cambridge, MA

The Story: I had about 10 years of prior experience in consulting and professional services, primarily running large technology and software projects. One goal at Babson was to focus on business strategy and round out my skill set so that I could focus on shareholder value, with my technology skills complimenting my skills in strategy. My second goal was to learn about entrepreneurship and how to lay the foundation for growing successful companies from the ground up. I followed the EIT, raised angel funding while at Babson, and launched a business that my family currently runs, in addition to preparing myself for a full-time career in management consulting.

The Approach: Most of my contacts were in the South, so I was essentially building a network from scratch in New England. Also, being a One-Year MBA student, I knew I had to get a fast start to ensure my message was refined. By September, I was prepared to begin to make my pitch to firms. I started by meeting with Sue Lemke at CCD in late summer; shortly thereafter, I met with Professor Michael May to get a better picture of which firms would value my MBA and my past experience. I leveraged Babson's alumni network heavily; I didn't ask for jobs, I simply asked for help getting in the first door. The response was amazing—about 90 percent of the alumni I contacted responded to my e-mail within days. One was from a Babson graduate with PA Consulting Group's New York office. He helped to open the door at PA, but I had to go through a grueling interview process. I'm trying to go above and beyond to help Babson students now as a result of the support I received.

The Result: My experience with PA has been an extension of business school. I bring specific skills in technology, so my role is specialized, and the pressure has amp-ed up considerably. Like in the Babson MBA program, my job is about solving core business problems executives face daily. I jumped in right away at PA. Before my first day, I already had worked on a sales deal and had spoken to clients. By my second week, I was running a prominent technology strategy project in the heart of Boston. The Babson experience prepared me to hit the ground running.

Words of Wisdom: "The competition in management consulting is fierce, so you have to be on top of your game—and that means finding your message early on. Fitting with the firm is incredibly important. Discover your strengths, and craft your sales pitch. Get started early and perfect that message. Be assertive. Tell firms exactly what you bring to the table and stick to your story. Use your CCD relationship managers and professors to help craft your personal message and bring yourself to market, just like you would with any product."

SOLUTION



Mike Pearlmuter M'06

Function: Innovation and Growth Development Manager

Location: Springfield, MA

The Story: When I arrived at Babson, I had two things on my mind (I had actually met with my relationship manager six months before school started). First, I was concerned because of my nontraditional background; I was in the U.S. Navy, and I wasn't sure how that would translate into corporate America. Second, I had chosen Babson specifically for its focus in entrepreneurship, but I didn't know what specific role in entrepreneurship I wanted to play. After I spoke with CCD, I decided that I had to figure out which skills from my previous jobs were transferable. And, I had to target specific companies that could benefit from my past experience, and help me build a bridge to what I wanted to do.

The Approach: I was offered a job by the company I interned with during the summer after my first year. I told them I needed some time to evaluate my decision. I also thought about other jobs that potentially could be of interest to me. I used different Babson resources, including alumni, student, and faculty connections to develop a list of things I was interested in. I ended up with a short list of five target companies. I spent a lot of time in CCD and everyone there knew my interests. As a result, I was top of their minds as entrepreneurial opportunities arose. I spoke to lots of people and I applied through e-recruiting for opportunities as they were posted. I interviewed with my short list of target companies and received four offers. I must have had 20 or 30 meetings with relationship managers to work on numerous different things, whether it was a cover letter or strategy or career goals.

The Result: Ultimately, I accepted a job I found through a professor connection. I learned that fitting with the culture of a company is the most important thing when considering a job. Entrepreneurship is a tool that is easily transferable to corporate life, and it definitely can affect change in a multinational corporation.

Words of Wisdom: "Be engaged with CCD through the entire process. You have to view CCD as a tool and you have to do the work going in. CCD will help you tailor the work and help with the search. They helped me crystallize what I wanted to do."



that was easy:

“The Center for Career Development at Babson is extremely useful to us here in the Recruiting Department because they ‘make it easy’ in every way. They are accessible, understanding to our needs, provide us with a positive customer service experience, and are a pleasure to work with.

You can tell who the students are who use their services as they present polished and professionally.

“We recruit at Babson because consistently the MBA students present well, perform once on board, and enrich our corporate culture. Babson MBAs are different in the sense that they consistently have a positive attitude that they apply toward making a difference. They are proactive and take initiative; thus, do not require handholding. They match well with our environment as you can teach someone skills but you cannot teach someone the desire to want to do the best they can. Babson students are a great fit in our entrepreneurial culture.”

David Hubble
College Relations Coordinator
Staples Inc.

Catharine Jennings
College Relations Specialist
Staples Inc.



“Working with the MBA Center for Career Development at Babson has been absolutely wonderful and fundamental to the growth of our organization. The Center places a high value on

partnerships and relationships, which is apparent in the staff’s welcoming approach, thoughtful support, and commitment to providing invaluable experiences to both their students and partners. The CCD has gone above and beyond to cultivate a strong personal relationship with New Sector and to ensure the success of our program at Babson. We are thrilled to be working with them.”

Kristen Komendant
Program Manager
New Sector Alliance



“The Center for Career Development is brilliant at what they do; they provided insight into our recruiting presentation and gave us tips to maximize our success. The students we met were well-prepared, engaged, and well-matched to our needs.

Our recruiting experience exceeded expectations in every respect. Recruiting at Babson will definitely be a part of our go-forward recruiting strategy.”

Michael Evans
Executive Staffing
Information Resources Inc.

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