Agenda

• Working with MBACM
• CPG Industry
  – Introductory Overview
  – Trends
  – Functions, Roles and Internships
  – Company Relationships
• The Job Search
  – Recruiting and Summer Outreach
  – Is the CPG industry for you?
  – Career Pathways
  – Recruiting Strategy and Timeline
• Hiring Data
  – Offers, Compensation and Sponsorship
• CPG at Wharton
  – Wharton Marketing Club
  – Wharton Customer Analytics Initiative
• Q & A
MBA Career Management CPG Team

SUGIRTHA STATHIS  
SENIOR ASSOCIATE DIRECTOR

Career Advice
• Self-assessment & decision making
• Networking
• Industry Insight
• Resumes, Cover Letter & Interview Prep

Corporate Relationships
• Develop employer outreach strategy with RRM

Programming
• Develop programs for students interested in CPG

HANNE BERG  
RECRUITING RELATIONSHIP MANAGER

Corporate Relationships
• Strategize best recruiting approach for variety of employers
• Co-manage employer relationships with Career Advisor
• Manage recruiting events

Student Support
• Assist students with logistics of on-campus interview process, job board postings, etc.

Collaborate with the Wharton Marketing Club
Industry Overview
Industry Overview

Consumer Products

Consumer Packaged Goods

Other/Diversified Products

Consumer Health
Household Goods
Personal Care

Beauty & Cosmetics

Wine & Spirits
Beverage (Non-Alcoholic)
Food

Retail
Recent Trends in CPG

**Changing Face of the Consumer**

**New Patterns of Consumption**

**Technological Advancements**

**Supply Chain Challenges**

**M&A Activity**
# CPG Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food</td>
<td>General Mills, Kraft Heinz, Godiva Chocolatier, ConAgra Foods, Pinnacle Foods Group LLC, Mars, Dannon, Bimbo, Chobani, Sabra</td>
</tr>
<tr>
<td>Beverage</td>
<td>AB InBev, PepsiCo, E&amp;J Gallo Winery, Starbucks, Heineken, Moët Hennessy, Keurig, DR Pepper Snapple, SAB Miller</td>
</tr>
<tr>
<td>Household/Personal Care</td>
<td>Colgate-Palmolive, Clorox, Church &amp; Dwight, SC Johnson, Reckitt Benckiser, Seventh Generation</td>
</tr>
<tr>
<td>Multiple / Other</td>
<td>Unilever, Johnson &amp; Johnson, P&amp;G, Mattel, Nestlé, The Wonderful Company</td>
</tr>
</tbody>
</table>
Functions in CPG

Brand Management / Marketing

- General management role; typically have P&L responsibility
- Set long-term business strategy; develop/implement brand positioning
- Lead cross-functional teams to build and execute operating plans across the 4P's (Product, Place, Price, Promotion)
- Set and deliver sales, market share and profit projections; track consumer and market data to identify risks & opportunities

Brand Team (Marketing)

- Finance
- Market & Consumer Research
- Product Development
- Package Design
- Sales & Customer Planning
- Category Management
- Legal
- Consumer Promotions
- Advertising Services
- Media Planning
- Public Relations
- Demand Planning
- Manufacturing
- Supply Chain

• General management role; typically have P&L responsibility
• Set long-term business strategy; develop/implement brand positioning
• Lead cross-functional teams to build and execute operating plans across the 4P's (Product, Place, Price, Promotion)
• Set and deliver sales, market share and profit projections; track consumer and market data to identify risks & opportunities

Brand Team (Marketing)
Functions in CPG

| Brand Management / Marketing | • General management role; typically have P&L responsibility  
| • Set long-term business strategy; develop/implement brand positioning  
| • Lead cross-functional teams to build and execute operating plans across the 4P's (Product, Place, Price, Promotion)  
| • Set and deliver sales, market share and profit projections; track consumer and market data to identify risks & opportunities |

| Consumer Insights | • Provide functional expertise to ensure business decisions are based on relevant consumer insights  
| • Design and implement consumer research plans  
| • Ensure rational/emotional/product needs of consumers are delivered through product and marketing ideas |

| Corporate / Strategic Finance | • Work in areas ranging from treasury, to FP&A, to corporate M&A to supporting brand teams or groups like sales, manufacturing or R&D  
| • Monitor and drive essential P&L and balance sheet levers  
| • Partner to make recommendations on business strategy and new product development |
# Functions in CPG

## Corporate Strategy
- Coordinate overall view of the marketplace and key opportunities/issues
- Develop long-term strategic plans, analyze growth opportunities, develop recommendations and help plan implementation
- Serve as internal consulting partner to support business unit or corporate-level initiatives

## Operations / Supply Chain
- **Procurement:** Oversee purchasing operations; analyze historical purchasing costs for materials, forecast future costs, find vendors
- **Supply Chain:** Review existing procedures and examine opportunities to streamline production, purchasing, warehousing, distribution, and financial forecasting to meet company’s needs

## General Management / Leadership Development Programs (LDP)
- High-profile, “fast-track” MBA programs designed to develop future leaders of the company
- Typically offer accelerated career advancement supported by customized training, senior executive exposure and mentorship
- Some programs include rotations across business units, functions, and/or regions during LDP period, with final placement in area of interest
Sample Internships

Marketing / Brand Management
• Evaluated entry into new category, including competitive analysis, consumer research, and financial modeling. Provided launch recommendation with marketing support plan.

Consumer Insights
• Analyzed consumer and market data to identify growth opportunities. Recommended future product enhancements and new consumer targets to increase penetration.

Corporate / Strategic Finance
• Developed a model to optimize allocation of trade investment and maximize profitability across regions and channels in LatAm market.

Corporate Strategy
• Conducted research and valuation analysis on $50M-$100M potential acquisition targets.

Operations / Supply Chain
• Developed operations performance dashboard to track production/delivery timelines and identify operational inefficiencies.

General Management / Leadership Development Programs
• Developed strategic framework to launch a direct-to-consumer eCommerce business model for the firm’s 90+ wine brands.
The Job Search
Mature & Enterprise Recruiting

**MATURE**
- Established employer relationships
- Annual, steady demand
- Extend multiple offers/yield multiple students
- Understand MBA recruiting value prop

Consulting, Banking, Sales & Trading, CPG

**ENTERPRISE**
- Developing employer relationships
- Inconsistent demand year-to-year
- Just-in-time hiring
- Less clear on MBA recruiting value prop

Private Equity, Venture Capital, Media, Social Impact, Start-Ups

Healthcare, Technology, Retail, Energy, Hedge Funds, Real Estate

**Recruiting Strategy/Timing**
- Employer Info Sessions, Employer Networking Night, Sponsorships, On Campus Recruiting
- Heavy Fall/Winter Recruiting

- Postings, resume book, networking
- Throughout year; late in year/summer offers

**Wharton Strategy**
- Differentiate vs. other schools
- Build market share
- Find new ways for company engagement

- Develop compelling Wharton value prop
- Expand/maintain vibrant Wharton network
- Manage outreach with clubs/partners

**Student Strategy**
- Prepare for EIS, Interviews, how to decide between firms, etc

- Networking-intensive
- Alumni-intensive
Mature & Enterprise Recruiting in CPG

**MATURE**
- Established employer relationships
- Annual, steady demand
- Extend multiple offers/yield multiple students
- Understand MBA recruiting value prop

**ENTERPRISE**
- Developing employer relationships
- Inconsistent demand year-to-year
- Just-in-time hiring
- Less clear on MBA recruiting value prop

While most CPG industry activity is Mature, some CPG firms follow Enterprise recruiting processes.
Two Strategies; One Search

Mature
• Employer Information Sessions
• Networking Expo
• Coffee Chats
• On-Campus Interviews

Enterprise
• Networking Connections
• Job Postings
• Wharton Community/Alumni
• Informational Meetings
• Offer Directory
• Digital Brand

Conduct a well-prioritized and balanced search to ensure recruiting success
Outreach List Summer 2016
Key Takeaways from Summer Outreach

Conducted outreach with 20+ companies in the CPG space

- Wharton interns continue to do very well, with employers often citing analytical horsepower + strategic thinking, relationship-building and fit with culture

- Opportunity for students to better prepare for marketing & case questions, and show company knowledge

- Internship hiring for 2016-2017 is expected to remain stable, with full-time recruiting dependent on yield from intern class

- Seeing a greater variety of functional roles offered and accepted: brand mgmt, strategy, insights, finance, supply chain, sales, HR, rotational/leadership programs

- Networking is critical; CPG firms value genuine, personal touchpoints throughout the recruiting process – and during the internship – to indicate interest and gauge fit

- Increasing emphasis on innovation and disruptive thinking
# Q2 On-Campus Recruiting Events

<table>
<thead>
<tr>
<th>EIS Date</th>
<th>Company</th>
<th>Functions</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 24, 12:15pm</td>
<td>Anheuser-Busch InBev</td>
<td>General Management</td>
</tr>
<tr>
<td>October 24, 5:30pm</td>
<td>Unilever PLC</td>
<td>Marketing</td>
</tr>
<tr>
<td>October 25, 5:30pm</td>
<td>Colgate-Palmolive Company</td>
<td>Marketing</td>
</tr>
<tr>
<td>October 26, 12:15pm</td>
<td>Procter &amp; Gamble</td>
<td>Marketing</td>
</tr>
<tr>
<td>October 26, 4:30pm</td>
<td>General Mills, Inc.</td>
<td>Marketing</td>
</tr>
<tr>
<td>November 1, 12:15pm</td>
<td>The Estee Lauder Companies Inc.</td>
<td>General Management</td>
</tr>
<tr>
<td>November 1, 4:30pm</td>
<td>Bimbo Bakeries USA</td>
<td>Strategy</td>
</tr>
<tr>
<td>November 2, 12:15pm</td>
<td>PepsiCo</td>
<td>Finance, Strategy, Marketing</td>
</tr>
<tr>
<td>November 2, 5:30pm</td>
<td>Johnson &amp; Johnson</td>
<td>Marketing</td>
</tr>
<tr>
<td>November 7, 12:15pm</td>
<td>L'Oreal, Inc.</td>
<td>Marketing, Finance</td>
</tr>
<tr>
<td>November 10, 12:15pm</td>
<td>Mars, Inc.</td>
<td>Marketing</td>
</tr>
<tr>
<td>November 14, 4:30pm</td>
<td>Clorox</td>
<td>Marketing</td>
</tr>
<tr>
<td>December 6, 12:15pm</td>
<td>The Kraft Heinz Company</td>
<td>General Management</td>
</tr>
</tbody>
</table>

**Quick tips:**
- Be sure to RSVP in CareerPath. If you are unable to attend, please cancel your registration.
- Prep: Offer directory/summer surveys, CareerPath job postings & notes, recent company headlines
- Use the Wharton Connect App to check in at the EIS.
What CPG Recruiters Seek…

**SKILLS**

- Leadership and cross-functional teamwork; communication and ability to influence
- Analytics and problem solving
- Strategic thinking; see insights from data and connect the dots
- Creativity, ability to think “out-of-the-box”
- Project management
- Understand basic marketing concepts

**ATTRIBUTES**

- Passion for CPG and consumers
- Relationship / team driven
- Adept working with all levels
- Intellectual curiosity
- Results-oriented
- Long term commitment to industry and firm

**EXPERIENCE**

- Most functions are open to career switchers, but previous exposure to marketing or a consumer-facing industry or role is helpful
- Firms hiring for corporate strategy roles tend to favor prior consulting or investment banking experience
- Most firms require US work authorization; a few will sponsor in US or place globally

---

*Wharton*
Career Switching

% Intern Accepted Offers – Reported “Industry Change”

- Consulting: 94%
- CPG: 79%
- Retail: 85%
- Energy: 63%
- HF: 46%
- Investment Banking: 71%
- Investment Management: 48%
- PE & VC: 65%
- Health Care: 60%
- Media and Entertainment: 86%
- Real Estate: 63%
- Social Impact: 80%
- Technology: 87%
Pre-MBA Experience: CPG

- Consulting: 29%
- CPG: 21%
- Investment Banking/Brokerage: 9%
- Social Impact: 9%
- Private Equity: 8%
- Manufacturing: 8%
- Professional Services: 4%
- Technology: 4%
- Retail: 4%
- VC: 4%
- Technology: 4%
Is CPG for YOU?

ATTRIBUTES

• Interest in customer / consumer behavior
• Want to be responsible for running a business and building brands
• Derive satisfaction from teamwork; led or participated on cross-functional teams
• Enjoy managing multiple projects simultaneously
• Comfortable with structure and hierarchy, influencing across and up
• Excited to see products on the shelves
• Adept at aligning groups with different priorities to achieve business objectives
• Thrive on varied business/brand experiences

CULTURE

• Value work / life balance; fewer hours than consulting or banking, more flexible
• For most CPG firms, brand management is the core function
• Strong training programs / excellent general management training
• Layers of bureaucracy (dependent on size/strategic importance of the business or brand)
• Firms vary in approach for career advancement (meritocracy / experience / set timeline)
• Well established brands, innovation tends to be incremental, though most firms have ‘disruptive’ innovation teams as well
Case Study: Recruiting in CPG Industry

Allegra Richards

• **Before Wharton:** US government – foreign policy, journalist, political speechwriter

• **At Wharton:** General Mgmt Club VP Careers, Venture Fellow

• **Internship:** P&G (Brand Management)

• **Advice:** Reach out to 1Ys and 2Ys who have worked at the companies you are interested in and use the Marketing Club as a resource. For career switchers, do a self assessment to determine what skill set you are looking for over the summer and ask pointed questions about intern project topics, scope, and support / mentoring in your conversations.

Jesse Ge

• **Before Wharton:** Consulting at Bain, retail-focused private equity at Sycamore

• **At Wharton:** Marketing Club Trek Director (1Y) and VP of Career Development (2Y), Leadership Fellow

• **Internship:** Kraft Heinz (Revenue Management)

• **Advice:** Practice your pitch/story but also do your homework! For your target companies, take the time to pull key stats and names from the 10k, know the brands, understand the culture... it makes awkward networking conversations easier and demonstrates your passion for the company.

Shashwata Narain

• **Before Wharton:** Private equity analyst at Goldman Sachs & Barclays Capital

• **At Wharton:** Marketing Club DoJ Director, Penn Design Challenge, Entrepreneurship

• **Internship:** Colgate-Palmolive (Brand Management)

• **Advice:** If you're a career switcher, attend as many of the early EISs, coffee chats and L&Ls as possible. Each event enriches and deepens your CPG industry knowledge, even if you do not apply or they don't hire internationals. If you're international, be clear on the list of sponsoring companies and temper your list for more involved events like DoJs.
## Career Pathways

<table>
<thead>
<tr>
<th>Name</th>
<th>Internships/Companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mariana Lever, WG13</td>
<td>Unilever (Internship) &lt; Unilever &lt; ABInBev</td>
</tr>
<tr>
<td>Mia Rodrigues, WG12</td>
<td>Kopali Organics (Internship) &gt; Mars &gt; Clorox</td>
</tr>
<tr>
<td>Sara Braca, WG11</td>
<td>General Mills (Internship) &gt; Heinz &gt; Dannon &gt; Sabra</td>
</tr>
<tr>
<td>Kea Molnar, WG11</td>
<td>Johnson &amp; Johnson (Internship) &gt; J&amp;J &gt; Unilever &gt; Google</td>
</tr>
<tr>
<td>Jessica Steinberg, WG10</td>
<td>PepsiCo (Internship) &gt; PepsiCo &gt; Estee Lauder Companies</td>
</tr>
<tr>
<td>Lauren Navas, WG05</td>
<td>Colgate-Palmolive &gt; Rosetta Stone &gt; Lansinoh &gt; Spark</td>
</tr>
<tr>
<td>Michael Conway, WG92</td>
<td>Kraft Foods &gt; Campbell's &gt; J&amp;J &gt; Starbucks</td>
</tr>
</tbody>
</table>
## Wharton MBA Alumni Survey 2014 – Industry Changes

### Industry change from 1st to 2nd place of employment

<table>
<thead>
<tr>
<th>1st place of Employment</th>
<th>Consulting and professional services n=463</th>
<th>Consumer goods/Retail n=282</th>
<th>Finance n=822</th>
<th>Government, Education, and Nonprofit n=176</th>
<th>Health, Biomedical, and Pharmaceuticals n=188</th>
<th>Manufacturing, Energy, and Construction n=233</th>
<th>Technology, Media and Telecoms n=399</th>
<th>Other n=370</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting and professional services n=752</td>
<td>221 (29%)</td>
<td>68 (9%)</td>
<td>130 (17%)</td>
<td>43 (6%)</td>
<td>54 (7%)</td>
<td>61 (8%)</td>
<td>111 (15%)</td>
<td>64 (9%)</td>
</tr>
<tr>
<td>Consumer goods/Retail n=252</td>
<td>36 (14%)</td>
<td>127 (50%)</td>
<td>17 (7%)</td>
<td>8 (3%)</td>
<td>6 (2%)</td>
<td>13 (5%)</td>
<td>25 (10%)</td>
<td>20 (8%)</td>
</tr>
<tr>
<td>Finance n=835</td>
<td>67 (8%)</td>
<td>26 (3%)</td>
<td>570 (68%)</td>
<td>21 (3%)</td>
<td>19 (2%)</td>
<td>31 (4%)</td>
<td>36 (4%)</td>
<td>65 (8%)</td>
</tr>
<tr>
<td>Government, Education, and Nonprofit n=95</td>
<td>15 (16%)</td>
<td>0 (0%)</td>
<td>11 (12%)</td>
<td>54 (57%)</td>
<td>1 (1%)</td>
<td>3 (3%)</td>
<td>5 (5%)</td>
<td>6 (6%)</td>
</tr>
<tr>
<td>Health, Biomedical, and Pharmaceuticals n=152</td>
<td>24 (16%)</td>
<td>2 (1%)</td>
<td>6 (4%)</td>
<td>9 (6%)</td>
<td>85 (56%)</td>
<td>7 (5%)</td>
<td>10 (7%)</td>
<td>9 (6%)</td>
</tr>
<tr>
<td>Manufacturing, Energy, and Construction n=236</td>
<td>28 (12%)</td>
<td>18 (8%)</td>
<td>35 (15%)</td>
<td>12 (5%)</td>
<td>9 (4%)</td>
<td>89 (38%)</td>
<td>21 (9%)</td>
<td>24 (10%)</td>
</tr>
<tr>
<td>Technology, Media and Telecoms n=306</td>
<td>40 (13%)</td>
<td>23 (8%)</td>
<td>17 (6%)</td>
<td>13 (4%)</td>
<td>5 (2%)</td>
<td>10 (3%)</td>
<td>178 (58%)</td>
<td>20 (7%)</td>
</tr>
<tr>
<td>Other n=305</td>
<td>32 (11%)</td>
<td>18 (6%)</td>
<td>36 (12%)</td>
<td>16 (5%)</td>
<td>9 (3%)</td>
<td>19 (6%)</td>
<td>13 (4%)</td>
<td>162 (53%)</td>
</tr>
</tbody>
</table>
Tips for Recruiting in CPG

• **Do your homework; it shows! Learn about the industry and show your passion.**
  - Actively participate: Marketing Club, Marketing Conference
  - Read industry e-newsletters, keep up on trends and company news
  - Talk with second years
  - Visit stores / channels where products are sold

• **Build relationships with the firms**
  - Understand the differences and unique selling points for each firm
    - Culture, training, alumni, structure of internship, skills sought/developed, mission/ vision
  - Attend Lunch n’ Learns, EISs, coffee chats, treks/DOJs
  - Talk with alumni; give them a chance to get to know YOU too
  - Q2 is busy! Rank your target company list and prioritize your top choice firms

• **Craft and deliver a compelling story**
  - Be friendly and memorable (recruiters meet a lot of people)
  - Know yourself (skills, accomplishments, how you stand out, why CPG)
  - Demonstrate connection and passion to the products; think about the consumer
  - Follow up!
CPG Recruiting Timeline

**Self-Assessment**
August – November (explore your interests, motivators and skills)

**Research & Strategy**
August – January (research and identify target industries, functions and geographies. Create a job search plan.)

**Networking**
October – February (engage in conversations to build relationships, gather information and identify potential opportunities)

**Resume Development**
August – October (create a document that reflects your passion, experience and skill set)

**Cover Letter Development**
November – April (create a document that complements your resume and reflects your interest and qualifications for specific jobs)

**Interviewing**
January – May (prepare for and engage in conversations about your interest and qualifications for specific jobs)

**Offer Management**
February – May (intern offers spike in Feb; evaluate job offer(s) and manage employer relationships)

**Transition to Work**
May – July (prepare for internship)
Hiring Data
Companies That Made Internship Offers in 2016
*Preliminary Data as of 8/1/16

<table>
<thead>
<tr>
<th>Product/Brand Marketing</th>
<th>General Management</th>
<th>Corporate Strategy</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB InBev*</td>
<td>AB InBev*</td>
<td>AB InBev</td>
<td>Babiators LLC (Sales)</td>
</tr>
<tr>
<td>Barilla</td>
<td>Ambev*</td>
<td>Bimbo Bakeries*</td>
<td>Campbell Soup Co. (HR)</td>
</tr>
<tr>
<td>Clorox</td>
<td>Kraft Heinz*</td>
<td>Blue Apron</td>
<td>Miguel Torres (Operations)</td>
</tr>
<tr>
<td>Colgate-Palmolive*</td>
<td>General Mills</td>
<td>PepsiCo*</td>
<td>P&amp;G (Product Development/Structuring)</td>
</tr>
<tr>
<td>Dannon</td>
<td>Mars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mars</td>
<td>Procter &amp; Gamble</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moet Hennessy</td>
<td>Unilever</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilever</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Companies that extended offers to international students in 2016
Bold = Companies that typically will sponsor international students in the US
## Companies That Made Full-Time Offers in 2016

*Preliminary Data as of 8/1/16*

<table>
<thead>
<tr>
<th>Product/ Brand Marketing</th>
<th>General Management</th>
<th>Operations</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>AB InBev</td>
<td>AB InBev*</td>
<td>AB InBev*</td>
<td>AB InBev* (Sales)</td>
</tr>
<tr>
<td>AVON</td>
<td>Bimbo Bakeries</td>
<td>BRF*</td>
<td>Ogawa Coffee* (Entrepreneurial Management)</td>
</tr>
<tr>
<td>Campbell Soup Co</td>
<td></td>
<td></td>
<td>PepsiCo (Strategy)</td>
</tr>
<tr>
<td>Clorox</td>
<td></td>
<td></td>
<td>Estee Lauder (Strategy)</td>
</tr>
<tr>
<td>Colgate-Palmolive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diageo</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Mills</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mars</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unilever</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estee Lauder*</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Companies that extended offers to international students in 2016

**Bold** = Companies that typically will sponsor international students in the US
Functional Breakdown of Accepted CPG Internships 2016

- Product/Brand Marketing: 33%
- General Management: 17%
- Corporate Strategy: 4%
- Corporate Finance: 4%
- Human Resource Management: 4%
- Product Development/Structuring: 4%
- Sales: 29%
- Other: 4%
Source of Internship Offers: Class of 2016
*Preliminary data as of 7/2/16

Source of All Internship Offers
- Wharton Job - On Campus Recruiting: 55%
- Wharton Job - Job Posting: 16%
- Personal Networking Connections: 17%
- Other: 5%
- Wharton Alumni Contact: 4%
- Career Fair: 1%
- Trek Networking: 1%
- MBA Career Management Contact: 1%

Source of CPG Internship Offers
- Wharton Job - Job Posting: 11%
- Return to Previous Employer: 3%
- Personal Networking Connections: 3%
- Other: 3%
- Career Fair: 5%
- Wharton Job - On Campus Recruiting: 75%
Source of Full-Time Offers: Class of 2017

*Preliminary data as of 7/2/16

**Source of All Full-Time Offers**
- Personal Networking Connections: 18%
- Wharton Job - Job Posting: 10%
- Wharton Alumni Contact: 4%
- Other: 5%
- Return to Previous Employer: 4%
- Other: 3%

**Source of CPG Full-Time Offers**
- Wharton Job - On Campus Recruiting: 60%
- Wharton Alumni Contact: 9%
- Personal Networking Connections: 8%
- Other: 11%
- Return to Previous Employer: 6%
- Career Fair: 3%
- Trek Networking: 3%
- Other: 3%
Timing of CPG Internship Offers: Class of 2017

*Preliminary data as of 7/6/16
Timing of CPG Full-Time Offers: Class of 2016

*Preliminary data as of 7/1/2016
# Internship Salary Breakdown: Class of 2017

*Preliminary Data as of 7/1/16*

<table>
<thead>
<tr>
<th>CPG</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Accepted</td>
<td>22</td>
</tr>
<tr>
<td>Number Accepted (with salary data)</td>
<td>21</td>
</tr>
<tr>
<td>% of Accepted</td>
<td>3.34%</td>
</tr>
<tr>
<td>Monthly Salary Range</td>
<td>$4,000-$8,450</td>
</tr>
<tr>
<td>25% Monthly Salary</td>
<td>$6,400</td>
</tr>
<tr>
<td>Median Monthly Salary</td>
<td>$7,082</td>
</tr>
<tr>
<td>75% Monthly Salary</td>
<td>$7,800</td>
</tr>
<tr>
<td>Number with Sign-On Bonus</td>
<td>2</td>
</tr>
<tr>
<td>Median Sign-On Bonus</td>
<td>$125</td>
</tr>
</tbody>
</table>
FT Salary Breakdown: Class of 2016
*Preliminary Data as of 7/1/16

<table>
<thead>
<tr>
<th>CPG</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number Accepted</td>
<td>24</td>
</tr>
<tr>
<td>Number Accepted (with salary data)</td>
<td>23</td>
</tr>
<tr>
<td>% of Accepted</td>
<td>4.34%</td>
</tr>
<tr>
<td>Annual Salary Range</td>
<td>$80,000-$183,000</td>
</tr>
<tr>
<td>25% Annual Salary</td>
<td>$104,000</td>
</tr>
<tr>
<td>Median Annual Salary</td>
<td>$105,000</td>
</tr>
<tr>
<td>75% Annual Salary</td>
<td>$107,000</td>
</tr>
<tr>
<td>Number with Sign-On Bonus</td>
<td>21</td>
</tr>
<tr>
<td>Median Sign-On Bonus</td>
<td>$30,000</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------</td>
</tr>
<tr>
<td></td>
<td>$138,500</td>
</tr>
<tr>
<td></td>
<td>($124,250/$167,500)</td>
</tr>
<tr>
<td>M</td>
<td>28</td>
</tr>
<tr>
<td>n=132</td>
<td></td>
</tr>
</tbody>
</table>
CPG at Wharton
## Wharton Marketing Club

### CAREER TREKS
- Formal visits span multiple cities, offering an opportunity to see large and smaller company headquarters and plants
  - New York - established (Colgate, Unilever, Mars)
  - New York – start-ups (Harry’s, Jet.com)
  - San Francisco (Clorox)
  - Newark – ABI brewery

### WORKSHOPS
- Resumania
- Cover Letter review
- Recruiting 101 Parts 1 & 2
- Hot groups and mock interviews with 2Ys
- Enterprise Workshop

### CONFERENCE
- Learn from industry thought leaders through keynote speeches and panels
- Explore marketing opportunities in CPG, Auto, Industrials, Tech, Beauty, etc.
- Exposure to marketing/ project management/ general management roles
- Increase visibility with recruiters to enhance both mature and enterprise recruiting processes

### Fast Facts:
- Focus on marketing as a function across all industries, including but not limited to CPG
- ~150 Members
- ~3 Annual Treks
Wharton Customer Analytics Initiative

Through extensive student programming, WCAI has provided real-world experience and skills to students looking to find successful careers in the customer analytics field. Student programming is a large part of WCAI's mission; we hope to carve out customer analytics as a standalone discipline with a transformative impact across industries. We're dedicated to helping students become effective, data-driven leaders.

**Featured Student Programs**
- Data Challenges and Hackathons
- Technical Workshops
- Business Analytics Career Expo

**Upcoming Events**

- Intro to SQL Workshop  
  Friday 9/16/16  
  (http://whr.tn/29ZDYaD)

- Intro to R Workshop  
  Friday 10/28/16  
  (http://whr.tn/2ak74WL)

- Business Analytics Career Expo  
  Wednesday 11/9/16  
  (http://whr.tn/2ad0T5F)

wcai-mail@wharton.upenn.edu | 215-746-4162| wcai.wharton.upenn.edu
Next Steps and Resources

• **MBACM**
  - One-on-one advising sign-ups open now; sessions begin 9/12
  - Attend career workshops and utilize resources on MBACM student website
  - Work on your resume; submit through CareerPath by 9/18 for MBACM feedback

• **CareerPath**
  - Complete your profile and set email preferences
  - Create saved job searches

• **Marketing Club**
  - 2Y Career Panels (9/15, 9/19); Company L&Ls (9/20, 9/26); Recruiting 101 (9/28)

• **Wharton Community**
  - Begin networking with your classmates
  - Search offer directory to identify 2nd years and target firms
    *(Note: search criteria includes work authorization status)*

*Read emails from MBACM for important information on upcoming events and deadlines*
Contact Information

Wharton MBA Career Management
Website: http://mbacareers.wharton.upenn.edu/student
General Email Inquires: mbacareers@wharton.upenn.edu

Sugirtha Stathis, Career Advisor (CPG, Retail, Gen Mgmt)
sugirtha@wharton.upenn.edu

Hanne Berg, Recruiting Relationship Manager
hanneb@wharton.upenn.edu

Marketing Club Co-Presidents
Alexandra Hendricks, alhen@wharton.upenn.edu
Jessica Goodman, mjessi@wharton.upenn.edu
Follow MBA Career Management:

@WhartonMBACM

WhartonMBACM