



Company Overviews: Tech 40

MBA Career Management

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October 3, 2017

Agenda

GOAL: Provide overview of Tech 40 companies in preparation for recruiting

- **Data Review**
 - Company Engagement Stats
 - Office Locations
 - International Student Sponsorship
- **Recruiting Summary**
 - Mature and Enterprise
 - FY and SY Job Opportunities
 - Recruiting Events Summary
 - YOY Job Board and OCI Report
 - Contact Information
- **Company-Specific Intel**

Tech 40 Companies



Data Review

Company Engagement Stats

Over the past three years

Company	Intern Offers	Full-Time Offers	On-Campus Events	Job Postings	MBACM Connection
Adobe	✓	✓	✓	✓	✓
Alibaba		✓	✓	✓ FT	✓
Amazon	✓	✓	✓	✓	✓
Apple	✓	✓	✓	✓	✓
Blizzard			✓	✓	✓
Box		✓	✓	✓ FT	✓
Braintree		✓		✓	✓
Cisco	✓	✓	✓	✓	✓
Dropbox	✓	✓	✓	✓ FT	✓
eBay Inc.	✓	✓	✓	✓	✓

Company Engagement Stats

Over the past three years

Company	Intern Offers	Full-Time Offers	On-Campus Events	Job Postings	MBACM Connection
Electronic Arts			✓	✓	✓
Dell, Inc.			✓	✓	✓
Etsy		✓		✓	✓
Facebook	✓	✓	✓	✓	✓
Google	✓	✓	✓	✓	✓
Intel	✓	✓	✓	✓	✓
Intuit	✓			✓	✓
LinkedIn	✓	✓	✓	✓	✓
Microsoft	✓	✓	✓	✓	✓
NerdWallet	✓	✓	✓	✓	✓

Company Engagement Stats

Over the past three years

Company	Intern Offers	Full-Time Offers	On-Campus Events	Job Postings	MBACM Connection
Pandora Radio	✓			✓	
Paypal	✓	✓	✓	✓	✓
Quantcast	✓	✓	✓	✓	✓
Rakuten	✓	✓	✓	✓	✓
Riot Games		✓	✓	✓	✓
Salesforce	✓	✓	✓	✓	✓
Samsung Electronics America	✓		✓	✓	✓
SAP		✓	✓	✓ FT	✓
Snap	✓	✓		✓	✓
Spotify	✓	✓	✓	✓	✓

Company Engagement Stats

Over the past three years

Company	Intern Offers	Full-Time Offers	On-Campus Events	Job Postings	MBACM Connection
Square	✓	✓	✓	✓	✓
Tencent	✓	✓	✓	✓	✓
T-Mobile	✓		✓	✓	✓
Twitch				✓	✓
Twitter	✓	✓	✓	✓	✓
Venmo	✓			✓	✓
VMware	✓	✓	✓	✓	✓
Workday	✓		✓	✓	✓
Zillow	✓	✓	✓	✓	✓
Zynga		✓	✓	✓	✓

Most Common MBA Placement Locations

West Coast	East Coast	
Adobe Alibaba Amazon Apple Blizzard Box Braintree Cisco Dropbox eBay Inc. Electronic Arts Facebook Google Intel Intuit LinkedIn Microsoft	NerdWallet Pandora Radio Paypal Quantcast Riot Games Salesforce SAP Snap Square Tencent T-Mobile Twitter Twitch Workday Zillow Zynga	Amazon Braintree Dell, Inc. Etsy Facebook Google LinkedIn Microsoft Paypal Samsung Electronics America SAP Spotify T-Mobile Venmo Zillow

International Student Sponsorship

Sponsor		Do Not Sponsor
Adobe	Spotify*	Activision Blizzard
Alibaba	Snap*	Box
Braintree	Square	Dropbox
Cisco	Tencent	Intel
Dell, Inc.	Twitch	Intuit
eBay	Twitter	Salesforce
Electronic Arts	Venmo	T-Mobile
Etsy*	VMware	Workday
NerdWallet	Zillow	
Pandora&	Zynga	
PayPal		
Quantcast		
Rakuten		
Riot Games		
Samsung*		
SAP		

*Sponsorship is offered for some roles

Recruiting Summary

Mature and Enterprise: Tech 40

Level of Wharton
MBA Engagement

High



Low

Enterprise

Mature

Company Recruiting Approach

Recruiting Event Summary 2017*

Company Career Site + Networking	CareerPath Job Posting or OCI	On-Campus Events
Alibaba Braintree eBay Etsy Pandora Rakuten Riot Games Spotify Snap Tencent Twitch Venmo Zynga	<p>Job Posting</p> Box Blizzard Dell Dropbox Electronic Arts Intuit PayPal Samsung Salesforce Square T-Mobile Twitter VMware Workday	<p>Networking Expos</p> Electronic Arts Salesforce Twitch Zynga TBD: PayPal, T-Mobile, Square, eBay
	<p>On-Campus Interviews</p> Cisco Intel Quantcast Adobe	<p>EIS + Coffee Chats</p> Cisco – 10/16 12:15pm Intel - 10/23 12:15pm Quantcast – 11/13 12:15pm Rakuten – 10/30 12:15pm Tencent – 10/16 12:15pm TBD: Adobe, NerdWallet, Zillow
		<p>Tech Tuesdays</p> Electronic Arts SAP
<p>Tech Treks– many of these firms will also host!</p>		

*All company events are subject to change, always check CareerPath and SPIKE.

FY and SY Job Opportunities

Over the past three years

Company	FY Job Board	FY OCI	SY Job Board	SY OCI	Product Roles
Adobe	✓	✓	✓	✓	
Alibaba	✓		✓		
Amazon	✓	✓	✓	✓	PM, PMT
Apple	✓	✓	✓	✓	
Blizzard	✓	✓	✓	✓	
Box			✓	✓	PMM
Braintree					
Cisco	✓	✓	✓	✓	
Dropbox			✓		
eBay Inc.		✓		✓	

FY and SY Job Opportunities

Over the past three years

Company	FY Job Board	FY OCI	SY Job Board	SY OCI	Product Roles
Electronic Arts	✓	✓	✓		
Dell, Inc.	✓	✓	✓	✓	
Etsy	✓		✓		
Facebook	✓		✓		PM, PMM
Google	✓		✓		PM
Intel		✓		✓	
Intuit	✓		✓		PM
LinkedIn	✓	✓	✓	✓	PM
Microsoft	✓	✓	✓	✓	Program Mgr
NerdWallet	✓	✓	✓	✓	

FY and SY Job Opportunities

Over the past three years

Company	FY Job Board	FY OCI	SY Job Board	SY OCI	Product Roles
Pandora Radio					PM
PayPal	✓		✓		PM
Quantcast		✓			PM
Rakuten	✓		✓	✓	
Riot Games			✓	✓	
Salesforce	✓		✓		PM, PMM
Samsung Electronics America	✓		✓		PMM
SAP	✓		✓		
Snap					PM
Spotify	✓				PM

FY and SY Job Opportunities

Over the past three years

Company	FY Job Board	FY OCI	SY Job Board	SY OCI	Product Roles
Square	✓		✓		PM
Tencent			✓	✓	
T-Mobile	✓				
Twitch					
Twitter	✓		✓		
Venmo					PM, PMM
VMware	✓	✓	✓	✓	PM, PMM
Workday	✓		✓		PM
Zillow	✓		✓		PM, PMM
Zynga					PM

Tech YOY Job Board and OCI Report

Instructions:

	A	B
1	Past Job Postings: Tech 2012-2017	
2	This spreadsheet can help you to create a target list of companies based off past recruiting history.	
3		
4	Job Board - FT Tech: any full-time roles posted on the job board	
5	Job Board - Intern Tech: any internship roles posted on the job board	
6	OCR - FT Tech: companies that interviewed on campus for full-time roles	
7	OCR - Intern Tech: companies that interviewed during FRP	
8		
9		
10		
11		

Sample: Job Board – Intern Tech Tab

Job Title	Employer	Location	Posting Date	End Date	Job Function	Required Work Authorization
Product Manager - Intern - Summer	Yelp	San Francisco, California United States	9/19/2012	11/19/2012	Product Development/Structuring	Company Requires U.S. Work Visa/Authoriz
Hiring Solutions MBA Intern	LinkedIn	Mountain View, California United States	9/25/2012	12/23/2012	Business Development,Consulting/Strategy	Company Requires U.S. Work Visa/Authoriz
Quantitative Product Analyst Internship	Fammer	San Francisco, California United States	10/1/2012	1/2/2013	Entrepreneurial Management,Operations/Production Management/S	Company Will Sponsor Work Authorization
MBA Summer Internship	Huge	Brooklyn, New York United States	10/22/2012	1/18/2013	Consulting/Strategy,Product/Brand Marketing,Research	Company Will Sponsor Work Authorization
Marketing Manager MBA Intern	Expedia, Inc.	Bellevue, Washington United States	10/25/2012	1/11/2013	Consulting/Strategy,General/Project Mgmt/Mgmt Development,Prodi	Company Will Sponsor Work Authorization
MBA Operations and Supply Chain Internship	Microsoft Corporation	Redmond, Washington United States	10/31/2012	1/3/2013	Other Function Not Listed	Company Will Sponsor Work Authorization
2013 MBA Internship	Google, Inc.	Nationwide United States	11/1/2012	1/29/2013	Other Function Not Listed	Other (please review Special Qualifications/F
Intern Microsoft Product Planning Roles	Microsoft Corporation	Redmond, Washington United States	11/2/2012	12/3/2012	Product/Brand Marketing	Company Will Sponsor Work Authorization
AT&T Corporate Development Student Man	AT&T	Dallas, Texas United States	11/19/2012	1/7/2013	Consulting/Strategy,Corporate Finance (Analysis/Treasury)	Company Requires U.S. Work Visa/Authoriz
AT&T Financial Leadership Program Summer	AT&T	Atlanta, Georgia United States, Chicago, Illinois United Sta	11/19/2012	2/17/2013	Corporate Finance (Analysis/Treasury)	Company Requires U.S. Work Visa/Authoriz
AT&T Leadership Development Program	AT&T	Dallas, Texas United States, Chicago, Illinois United States	11/19/2012	2/17/2013	Consulting/Strategy,General/Project Mgmt/Mgmt Development	Company Requires U.S. Work Visa/Authoriz
Corporate & Business Development Intern	Amazon	Seattle, Washington United States	11/28/2012	1/23/2013	Business Development	Company Will Sponsor Work Authorization
Corporate MBA Associate/Manager	Tencent, Inc.	Nationwide China, Nationwide U.S. Permanent Reside	12/30/2012	12/28/2012	Investment Management/Portfolio Mgmt	Company Will Sponsor Work Authorization
Corporate Strategy Manager/Director	Tencent, Inc.	Nationwide China	11/30/2012	12/28/2012	Business Development,Consulting/Strategy,General/Project Mgmt/Mg	Company Will Sponsor Work Authorization
Account Management Intern	Facebook	Menlo Park, California United States	12/3/2012	1/10/2013	Sales	Company Requires U.S. Work Visa/Authoriz
Corporate Communications & Public Policy	Facebook	Menlo Park, California United States	12/3/2012	1/7/2013	Other Function Not Listed	Company Requires U.S. Work Visa/Authoriz
Corporate Communications & Public Policy	Facebook	Menlo Park, California United States	12/3/2012	1/16/2013	Other Function Not Listed	Company Requires U.S. Work Visa/Authoriz
Direct Sales, Sales Operations Intern	Facebook	Menlo Park, California United States	12/3/2012	1/16/2013	Sales	Company Requires U.S. Work Visa/Authoriz
Global Agency Team Intern	Facebook	New York, New York United States	12/3/2012	1/7/2013	Sales	Company Requires U.S. Work Visa/Authoriz
Global Agency Team Intern (New York)	Facebook	New York, New York United States	12/3/2012	1/16/2013	Sales	Company Requires U.S. Work Visa/Authoriz
Account Management Intern (New York)	Facebook	New York, New York United States	12/4/2012	1/16/2013	Sales	Company Requires U.S. Work Visa/Authoriz
Direct Sales, Sales Operations Intern	Facebook	Menlo Park, California United States	12/4/2012	1/10/2013	Sales	Company Requires U.S. Work Visa/Authoriz
MBA Intern, Business Development	Box	Los Altos, California United States	12/6/2012	2/18/2013	Business Development,Consulting/Strategy,Product/Brand Marketing	Company Will Sponsor Work Authorization
MBA Intern, Product Marketing	Box	Los Altos, California United States	12/6/2012	2/18/2013	Entrepreneurial Management,Product/Brand Marketing	Company Will Sponsor Work Authorization
ACL MBA Business Development Summer I	AOL	New York, New York United States	12/7/2012	2/7/2013	Business Development	Company Will Sponsor Work Authorization
MBA Finance Internship	Symantec Corporation	Mountain View, California United States	12/7/2012	1/18/2013	Corporate Finance (Analysis/Treasury)	Company Requires U.S. Work Visa/Authoriz
MBA Intern, Product Management	Box	Los Altos, California United States	12/10/2012	2/18/2013	Entrepreneurial Management,Product Development/Structuring	Company Will Sponsor Work Authorization
Trust Services Product Management Intern	Symantec Corporation	Mountain View, California United States	12/10/2012	1/18/2013	Product Development/Structuring,Product/Brand Marketing	Company Requires U.S. Work Visa/Authoriz
Business Development MBA Intern	LinkedIn	Mountain View, California United States	12/13/2012	1/8/2013	Business Development	Company Requires U.S. Work Visa/Authoriz
Business Operations MBA Intern	LinkedIn	Mountain View, California United States	12/13/2012	1/8/2013	Business Development	Company Requires U.S. Work Visa/Authoriz
Corporate Development and Strategy MBA	LinkedIn	Mountain View, California United States	12/13/2012	1/8/2013	Business Development,Sales	Company Requires U.S. Work Visa/Authoriz
Customer Service Internship	Seva Search	Potomac, Maryland United States	12/13/2012	3/13/2013	Operations/Production Management/Supply Chain	Company Requires U.S. Work Visa/Authoriz
Graphic Designer Internship	Seva Search	Potomac, Maryland United States	12/13/2012	3/13/2013	Other Function Not Listed	Company Requires U.S. Work Visa/Authoriz
HR MBA Intern	LinkedIn	Mountain View, California United States	12/13/2012	1/8/2013	Human Resource Management	Company Requires U.S. Work Visa/Authoriz
Marketing Analyst Internship	Seva Search	Potomac, Maryland United States	12/13/2012	3/13/2013	Business Development	Company Requires U.S. Work Visa/Authoriz

MBACM Website > Research Tools > Research by Industry > Technology

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Intuit	New Recruiter TBD
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Pandora	TBD
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Venmo	Esther Jang (WG)
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Workday	Kamryn Ralph kamryn.machado@workday.com
Zillow	Melissa Tran melissat@zillowgroup.com
Zynga	Matt Davis madavis@zynga.com

Company-Specific Intel

CareerPath Resource Library

Step 1
Find
Resource
Library on
left-side
navigation

The screenshot shows the Wharton CareerPath interface. On the left, a dark navigation menu lists various options: Profile, Target Employers, Employers, Contacts, Tasks, Research Tools, Job Listings, Appointments, Events, Resume Books, and Resource Library. The 'Resource Library' option is highlighted with a pink box. The main content area is titled 'Resource Library' and shows a table of resources with columns for 'Name' and 'Date Added'. The table lists various industry categories like CPG, Consulting, Energy, etc.

Name	Date Added
CPG	8/25/2017, 2:17 PM
Consulting	8/25/2017, 2:14 PM
Energy	8/25/2017, 2:14 PM
General Management	8/25/2017, 2:17 PM
Healthcare	8/25/2017, 2:15 PM
Investment Banking	8/25/2017, 2:17 PM
Investment Management/Hedge Funds	8/25/2017, 2:17 PM
Media & Entertainment	8/25/2017, 2:13 PM
Private Equity	8/25/2017, 2:17 PM
Real Estate	8/25/2017, 2:17 PM
Retail	8/25/2017, 2:17 PM
Social Impact	8/25/2017, 2:18 PM

Step 2
Choose
Technology
folder

The screenshot shows the 'Resource Library' page with the breadcrumb trail 'Home > Technology' highlighted by a pink box. The table below lists resources for the Technology folder, including companies like Adobe, AirBnB, Amazon, Apple, etc.

Name	Date Added
Adobe	7/26/2017, 4:21 PM
AirBnB	8/29/2017, 11:42 AM
Amazon	7/24/2017, 10:06 AM
Apple	7/24/2017, 10:06 AM
BT Group	9/18/2017, 1:19 PM
Blizzard (Activision Blizzard)	9/18/2017, 1:59 PM
Box	7/26/2017, 4:21 PM
BrainTree	8/29/2017, 12:30 PM
Cisco	7/26/2017, 4:20 PM
Cognizant	7/28/2017, 10:54 AM
Dell EMC	8/29/2017, 12:44 PM
Dropbox	8/29/2017, 12:44 PM

Step 3
Choose
specific
company
folder

The screenshot shows the 'Resource Library' page with the breadcrumb trail 'Home > Technology > Cisco' highlighted by a pink box. The table below lists specific resources for Cisco, such as 'Cisco Corporate Strategy Intern Feedback 2016.pdf' and 'Cisco Enterprise Infrastructure and Solutions Group Recruiting Overview 2016.pdf'.

Name	Date Added
Cisco Corporate Strategy Intern Feedback 2016.pdf	8/29/2017, 12:42 PM
Cisco Enterprise Infrastructure and Solutions Group Recruiting Overview 2016.pdf	8/29/2017, 12:42 PM
Cisco Internship Interview Questions 2013.pdf	9/18/2017, 1:19 PM
Cisco Interview Questions 2014.pdf	8/29/2017, 12:43 PM
Cisco Interview Questions 2016.pdf	8/29/2017, 12:43 PM
Cisco Recruiting Overview 2013.pdf	8/29/2017, 12:43 PM
Cisco Recruiting Overview 2013.pdf	8/29/2017, 5:47 PM
Cisco Recruiting Overview 2015.pdf	8/29/2017, 12:43 PM
Cisco Recruiting Overview 2016.pdf	8/29/2017, 12:43 PM

Tech 40: Media and Social Media Companies

- **Pandora:** provides internet radio and recommendation services
- **Snap:** camera company that develops Snapchat and Spectacles
- **Spotify:** commercial music streaming service that provides restricted digital content
- **Twitch:** social video platform for gamers owned by Amazon
- **Twitter:** global social networking platform that allows its users to send and read 140-character* messages

Company Overview



Company Snapshot

- A leading social networking and microblogging company

Corporate Culture

- MBA-friendly: Sales Ops, Biz Dev, Strategy, Marketing, Sales, Finance
- Engaged alumni network: large Wharton group
- Humility is key, they don't appreciate the "entitled" MBA attitude
- NYC office is a satellite and is not as connected to overall company strategy
- Business side has gone through several re-orgs
- Good mobility within company – alum have moved teams and roles

MBA Candidate Profile

- Functional experience is important
- Sales Operations: consulting or strategy roles
- Brand Strategy: creative background
- Career Switchers: consider Sales or Product Marketing
- Technical background or understanding of the tech side is a plus because it helps to collaborate with engineers
- Data analysis, forecasting, modeling skills desired
- Do not evaluate your Twitter usage – it's okay to just read

Recruiting



Interview Format

- 1st round: 1-2 phone screens
 - 15 min with HR or 30 min. with Hiring Manager
- 2nd round – on-site in SF with 4-6 interviews with team members
 - Each interview will be 30 minutes
 - Could be a combination of hiring manager, your team, other teams
- Offer: Make offers within 3-6 weeks of the final interview
- Types of questions:
 - Mix of behavioral and case
 - Specific roles will case (Sales Ops, Strategy, etc.)
 - Always drill down into functional experience

Past Positions	
Full-time Internship	Internship Examples <ul style="list-style-type: none">• Product Marketing MBA Summer Intern• Technical Partner Program Manager Intern• Sales Operations Intern – MBA

Tech 40: Gaming Companies

- **Activision Blizzard:** develops and publishing video games (e.g., Call of Duty, World of Warcraft, Candy Crush)
- **Electronic Arts:** delivers games, content, and online services for internet-connected consoles, PCs, mobile (e.g., Madden, The Sims)
- **Riot Games:** develops online game owned by Tencent (e.g., League of Legends)
- **Zynga:** makes online social and mobile games (e.g., FarmVille, Words with friends)



Company Snapshot

- American developer and publisher of computer and video games
- Well known for EA Sports (Madden, FIFA, etc.) and The Sims

Corporate Culture

- Fast-paced, quick-thinking, consumer-driven
- You own your projects/work load and create your hours around it

Roles: PM, Data Analytics, Data Scientist, Finance

MBA Candidate Profile

- PM does not need CS degree
- Career switchers: are open in most cases, but some roles/teams prefer experience
- Analytical experience: understand big data, be able use data to tell a story
- Soft skills because working with engineers (if on game team)
- Leadership experience
- Prior gaming experience is good but not necessarily
- To get an interview: network, EA values a personal relationship



Company Snapshot

- Best known for League of Legends - debuted in 2009
- Owned by Tencent (Chinese internet company) – purchased for \$400 million

Corporate Culture

- Wharton alumni network is one of the strongest at Riot
- Fast-paced company that fosters a culture centered around teamwork
- MBA friendly: MBAs work across groups - Marketing, Product, e-Sports, FP&A, Regional (International) Commerce teams, etc.
- You are empowered to own your work and decisions; held accountable for results
- Encourage open communication and sharing to achieve goals

Roles: Analytics, Development Manager, eCommerce Manager, Customer Relationship Mgr

MBA Candidate Profile

- Former consultants
- Looking for high potential
- Tech, gaming, or international experience is helpful (given the companies strategy)
- Functional experience is helpful – do not have a training program



Company Snapshot

- Social and mobile gaming company
- Best known for FarmVille, Words with Friends, Draw Something

Corporate Culture

- Work hard, play hard; staff is young and fun
- Flexible work environment with a lot of trust
- Good work life balance

Roles: Product Manager

- The PM role at Zynga is a “mini-CEO” role, it’s a highly valued role
- Wear many hats: in charge of P&L (current and future game features), work with a lot of data, work cross-functionally with engineers

MBA Candidate Profile

- PM role does not require a CS degree
- Looking for analytical horsepower, logic, data to back up the answer
- Leadership examples

Tech 40: FinTech Companies

- **Braintree:** payment platform provides all the tools online and mobile businesses need to accept payments owned by PayPal
- **NerdWallet:** provides consumers and small businesses clarity around all of life's financial decisions
- **PayPal:** provides online payment solutions to its users worldwide.
- **Square:** a merchant services payment company
- **Venmo:** app allowing users to share and make payments with friends for a variety of services

Tech 40: Enterprise and Cloud Companies

- **Adobe:** provides digital media and digital marketing solutions
- **Box:** online file sharing and cloud content management service offering unlimited storage, custom branding, and administrative controls
- **Dropbox:** online service allowing people to access, share, and collaborate on their files
- **Intuit:** business and financial management solutions for SMBs, financial institutions, consumers and accounting professionals (e.g., turbotax, quickbooks)
- **Quantcast:** processes real-time data generated by more than 100 million digital destinations

Tech 40: Enterprise and Cloud Companies (cont.)

- **SAP:** develops enterprise software for diverse sectors
- **Salesforce:** develops CRM solutions and provides business software on a subscription basis
- **Workday:** provides SaaS-based enterprise solutions for a company's human resources and financial management activities
- **VMware:** software company providing cloud and virtualization services owned by Dell

Company Overview



Adobe

Company Snapshot

- A software company that provides its users with digital marketing and media solutions
- Categories include: Image Recognition, Design, Photo Editing, Creative, Software
- Products: Photoshop, Dreamweaver, InDesign, Omniture

Corporate Culture

- Strong community
- Collaborative not competitive
- Innovative
- “Be exceptional, be involved”
- “Be nice”

MBA Candidate Profile

- Corporate Development: must have functional experience in IB or consulting
- PM: Tech undergrad or experience is not required
- Career Switchers: looking for transferrable skills
- Need to be able to operationalize and execute
- Think strategically
- Be passionate about your career in tech

Recruiting



Interview Format

Full-Time and Internship

- 1st round: phone or virtual
- 2nd round: “Interview Forum” at Adobe HQ
 - Day 1: Career Fair with all of the teams that are hiring. Students and groups match and will then conduct second rounds the next day.
 - Day 2: Interviews - candidate can interview with a number of different teams.
- Questions: situational/behavioral/conversational for most, cases for Corp Dev

Past Positions	
Full-time Internship	<ul style="list-style-type: none">• Corporate Development (M&A)• Corporate Strategy• PM• Product Marketing Manager• Sales Operations• Customer Success• Marketing – Campaign, Brand, Insights, Digital



Company Snapshot

- Productivity and cloud service for file storage, syncing and sharing
- Based in San Francisco, CA, offices in Austin, NYC, Seattle, Sydney, Dublin, London; close to 2,000 employees, founded in 2007

Corporate Culture

- Everyone at Dropbox uses and loves the product
- Highly collaborative & flexible
- Focus on “delighting users” – very customer centric

Roles: Marketing, Business Strategy and Operations, Strategic Finance, Sales Operations

MBA Candidate Profile

- Consulting, banking, PE, or Strategy in Tech background can be a good fit
- Analytical skills are important for all roles
- Engineering, computer science or related tech undergrad
- Willingness to collaborate and a general love for technology

Recruiting

- FT: SY EIS, job posting
- Intern: job posting
- Interviews are usually a pretty extensive process
- Prepare answers for: why Dropbox, why your background is relevant, what you can contribute
- Will test on their five core values in interview process
- Demonstrate your knowledge of the tech/startup/investing space

Company Overview



Company Snapshot

- Digital advertising company, specializing in audience measurement and real-time advertising
- Private company

Company Culture

- Recruiting is structured – have good recruiters, programming over the summer, etc.
- Work with great colleagues, there alumni from great schools at Quantcast
- Hire MBAs mostly as Product Managers; PMs work on the audience measurement tool, specifically to modify it to client needs

MBA Candidate Profile

- Technical skills are important: equip yourself with SQL skill and knowledge in adtech
- Looking for someone with UGR in technical degree (math, stats, CS, EE) or relevant industry experience ,especially start-up or consulting
- Looking for “MBAs without egos” – Quantcast recruiter
- Interning at Quantcast is the best way to get in – FT recruiting is more sporadic
- Have headcount for all interns, a full-time offer is always “yours to lose”
- Divide resumes into four piles and try to pick candidates from each pile for 1R interviews: banking, consulting, tech, other

Recruiting



Interview Format

- 1st rounds – OCR
- 2nd rounds – Fly-in Super Day (SF)
 - Questions - “Sometimes we case them, sometimes we ask them a random question. There is no way to truly prepare for our super day.”

Past Positions	
Full-time Internship	Product Management

Internship Examples	
Role	Responsibilities
Product Development MBA Intern	Oversaw go-to-market strategy for a new product
Product Management Intern, Insights Reporting Team	Designed and developed a program to automate user data extraction

Company Overview



Company Snapshot

- A global cloud computing company that develops CRM solutions and provides business software on a subscription basis

Corporate Culture

- Eager to learn and grow
- Good network of employees going to smaller tech companies
- Transparent, collaborative, open working environment
- Run on a "[111 Model](#)": 1% of technology, 1% of staff time, 1% of financial resources goes into the community

Most Common MBA Roles

- Product Management – create the product roadmap; work with engineers and UI teams
- Product Marketing Manager – customer-facing, “quarterback” of the product team

MBA Candidate Profile

- PM - need previous product experience prior to business school
- PMM - open to career switching; tell a good story about why you want the role
- Sales Strategy and Operations: Consulting, IB; MBA-heavy group
- Consulting skill set helps – candidates typically are good at succinct communication and pitching a product
- Presentation skills, problem-solving, decision-making

Recruiting



Interview Format

- Multiple rounds
- Cases: real world problems
- Assessing your tech knowledge
- Back and forth discussion
- Use hypothesis thinking and data in your answers

Past Positions	
Full-time Internship	Product Manager Product Marketing Manager Tech R&D Corporate Marketing Sales Strategy and Operations Finance

Past Internship Examples	
Role	Responsibilities
Product Management and Strategy Intern	Developed competitive strategy for the introduction of a new Service Cloud edition that will lead to a projected increase in market share from 5% to 25% in the \$2 Billion mid-market segment

Company Overview



Company Snapshot

- Provides virtualization solutions – for the enterprise and software developers
- Customers are 99% of Fortune 100 companies - 55,000 partners globally

Corporate Culture

- Independent, growing, laid-back
- Great work-life balance
- Work alongside industry leaders who are very helpful
- Large company (~15,000 staff) working in small groups
- Global organization that has offices in 49 countries
- No set career path – define your own
- Internship is important if you want to work there – often do little (or no) full-time recruiting

MBA Candidate Profile

- PM: CS degree or equivalent experience a tech firm
- PMM: experience in tech, IT or virtualization; analytics
- Finance: IB
- Career Switchers: functional experience is needed

Recruiting



Interview Format

- Intern
 - 1st round: typically OCR, sometimes phone/virtual
 - 2nd rounds: phone interviews
- Full-time: includes video questions, case studies and a 2-day fly out interview

Past Positions	
Full-time Internship	Product Marketing Product Management Financial Planning and Analysis Pricing

Past Internship Examples	
Role	Responsibilities
Product Marketing Manager Intern	Developed go-to-market and pricing strategy for new product
Product Manager	Owned PM process – translated user stories into requirements for the product

Tech 40: Hardware and Telecomm Companies

- **Cisco:** develops, manufactures and sells networking hardware, telecommunications equipment and other high-technology services and products
- **Dell:** manufactures, sells, repairs, and supports PCs, servers, storage devices, software, and electronics
- **Intel:** designs, manufactures, and sells integrated digital technology platforms worldwide
- **Samsung:** manufactures smart phones and electronics
- **T-Mobile:** a global mobile telephone operator owned by Deutsche Telekom

Company Overview



Company Snapshot

- Leading hardware, software, networking, and tech communications services
- Sample products: Cisco, Linksys, WebEx
- Corporate Strategy and Business Development teams – longstanding Wharton relationship

Corporate Culture

- Collaborative, independent thinking, data-driven
- Both groups are MBA heavy and work closely together on M&A deals
- Formal atmosphere – suit and tie dress code

Value Proposition:

- Promotions happen faster than in other groups
- Exposure to senior leadership that can help accelerate your career path

Exit Opportunities:

- Internal—operational in other groups, PM, strategic partnerships
- External—entrepreneurship or work at other tech co

MBA Candidate Profile

- Corporate Strategy - former consultants; sometimes a tech background is helpful
- Business Development – former IB or PE/VC
- Fit: Able to take feedback, humble, good at forming long-term relationships
- Structured thinking skills, strong presentation ability
- Very knowledgeable about Cisco, their products, and enterprise tech

Recruiting



Interview Format

- Wear a suit
- 1st Rounds: 90 minutes during OCR
 - Questions: Two consulting style cases + fit/Cisco-related questions
- 2nd Rounds: Fly in to San Jose
- Fly In Day: 4-5 interviews/day; whole group meets you
 - Questions: 60% case 40% behavioral/fit
 - Group lunch and networking event

Past Positions	
Full-time	Business Development Manager
Internship	Corporate Strategy

Past Internship Examples	
Role	Responsibilities
Corporate Business Development Manager Intern, Network Security Team	Reviewed strategic acquisition opportunities and investments for \$2Bn+ vertical

Company Overview



Company Snapshot

- Leading microprocessor company (1971)
- Intel Capital - equity investments in tech start-ups and companies globally

Corporate Culture

- Opportunity to collaborate with senior leaders and managers on some of the biggest strategic opportunities and challenges

Accelerated Leadership Program

- Three 8-month rotations through business groups - final placement matches your interest
- Training: participate in a training curriculum to accelerate growth as a leader
- Exposure: program is lead by the CEO's office
- Common rotations: Business Development, Wearable or Intel Labs, IoT, Technical Assistant for Senior Leadership
- Typically hire 15 ALP interns annually – 2 with a focus on China
- Most ALP interns receive a FT offer – given after the internship, leave with an idea
- Evaluated on 11 leadership capabilities: e.g. strategic thinking, creating alignment, being results oriented

MBA Candidate Profile

- Work authorization and years of experience (at least 4.5, 6 is preferred) – important factors
- Tech sector experience is a plus
- CS or engineering degree is helpful, but not required
- Potential, agility, and presence (corporate athlete, broad skills)

Recruiting



Interview Format

- 1st round – on campus
- 2nd round – called “RUSH” in SF
- RUSH = combination of hearing from exec speakers and formal interview process
- Interviews – panel, behavioral questions, mini cases
- Mini cases are not consulting cases, goal is to understand your thought process
- Mini case is a time to demonstrate knowledge of tech trends

Past Positions	
Full-time Internship	Accelerated Leadership Program (ALP)

Past Internship Examples	
Role	Responsibilities
ALP	Researched and presented total cost of ownership analysis for education PCs in emerging markets

Tech 40: eCommerce and Marketplace Companies

- **Alibaba:** Chinese e-commerce company operating online marketplaces for both international and domestic China trade
- **eBay:** online marketplace that connects a global network of buyers and sellers
- **Etsy:** e-commerce site and a smartphone application for buying and selling handmade and vintage items
- **Rakuten:** tech company that offers electronic commerce solutions in Japan and internationally
- **Tencent:** Chinese internet service portal offering value-added internet, mobile, telecom, and online advertising services
- **Zillow:** online real estate marketplace for finding and sharing information about homes, real estate, and mortgages

Company Overview



Company Snapshot

- A leading eCommerce co that connects buyers and sellers in the world's largest online marketplace

Corporate Culture

- Alumni descriptions:
 - (+): Reinvention, evolving, mature, encouraged to pursue interests, nice, culture feels refreshed with new CEO and split from PayPal
 - (-): bureaucratic, falling behind peers/new comers, tension between investing in innovation and shareholder expectations
- Consensus driven, collaborative culture
- Healthy place to work: good hours (9-5 and flexible), good people (not political)
- Strong eBay alumni network: lots of former eBay employees working in the Valley
- Lots of divisions and groups of the company that function pretty autonomously
- Strategy Marketplaces team – smaller group within big org, feels less bureaucratic, work with key decision-makers

MBA Candidate Profile

- Strategy Marketplaces - look for former consultants
- Looking for transferable functional skills and experience
- Structured problem solving
- Limited eCommerce experience is okay; but should have interest in the industry
- Highly collaborative – like to work with people in a team environment

Recruiting






Interview Format

- Intern – process varies by position
- Full-Time eBay Strategy
 - 1st rounds: OCR
 - 2nd rounds: San Jose, CA
 - General format: 10-15 minutes talk about eCommerce, 20 minute case, Q&A
 - Fly-in day format: meet 5-6 people, Sr. Manager – VP level; lunch with junior staff
 - Fly-in day questions: ~3 cases; with more senior interviewers will talk mostly fit
 - Case questions – semi-consulting style, meant to show them how you think

Past Positions	
Full-time	Manager, eBay Strategy
Internship	Range from Strategy to Marketing to Ops

Past Internship Examples	
Role	Responsibilities
MBA Intern, Internet Marketing Business Development	Formulated and presented partnership strategy changes to the CMO

Company	Roles	Recruiting	Locations
 <p>Founded as a B2B portal by Jack Ma, now includes C2C and B2C as well as electronic payments and cloud computing services</p>	<p>MBA Interns</p> <ul style="list-style-type: none"> Vary annually: US Investments (2016 ex) <p>Global Leadership Academy</p> <ul style="list-style-type: none"> Leadership development program 	<p>Jobs</p> <p>Full-time and Intern: Job board</p>	<p>Hangzhou, China and San Mateo, CA</p>
 <p>Leading internet services companies with a focus on e-commerce, fintech and digital content</p>	<p>MBA Internship Program</p> <ul style="list-style-type: none"> PM, eCommerce business, Corp Dev <p>CEO Office Principal</p> <ul style="list-style-type: none"> Work with CEO/C-Suite on international BD, M&A, new product launches, operations 	<p>Intern Interviews</p> <p>HR Phone Screen</p> <p>1st rounds – virtual</p> <p>2nd – virtual</p> <p>Jobs</p> <p>Full-time: OCR</p> <p>Intern: Job board</p>	<p>Tokyo, some internships in Bay Area</p>
 <p>China's largest internet portal: WeChat, JD.com, Riot Games</p>	<p>Business Development</p> <p>Investment Manager</p> <p>Strategy Manager</p>	<p>Intern Interviews</p> <p>HR Screen</p> <p>1st and 2nd round – virtual or on-site, role dependent</p> <p>Jobs</p> <p>Full-time: OCR</p> <p>Intern: Job board</p>	<p>Shenzhen, China</p>

Tech Team Curated Resources

ROAD TO THE INTERNSHIP

ONLINE

- Tech Page
- Monthly Coaching Letters
- Student Memos
- Interview Questions
- MBACM Company Overviews
- Alumni Insights

Self-guided



WORKSHOPS

- Industry Chat
- Big 6
- Tech 40
- Roles in Tech
- Navigating the Enterprise Job Search
- Interview Prep Workshop
- Fireside Chats

Knowledge Transfer



BIG EVENTS

- NYC Treks
- West Coast Treks
- Wharton Tech Week
- Semester in SF

Experiential



ONE-ON-ONE

- Office Hours
- Scheduled Appointments
- Career Fellow Mock Interviews

Personalized



Upcoming MBACM Tech Tuesdays

Roles in Tech

- October 17 at 12:00pm
- Overview the major roles in tech companies and how they differ
- Coded ~200 tech internship resumes to curate content

Interview Prep Session

- October 24 at 12:00pm



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