

# MBA Career Flash



WISCONSIN  
SCHOOL OF BUSINESS

## 2011 Annual Employment Summary highlights another year of continued success

February 2012



Werner DuToit, MBA 2009, tours students through the [LOMOLD™](#) recycling and pallet system plant where business sustainability and environmental sustainability are key drivers of the business. (MBA global trip, South Africa, January 2012)

With this February edition of the MBA Career Flash, we in the MBA Career Management Center are happy to officially announce the release of our most recent [Wisconsin MBA 2011 Annual Employment Summary](#). This publication includes placement and salary information for our most recent classes (Class of 2011 full-time employment and Class of 2012 internships). We're proud of the success of our graduates—evident by their overall placement rate of 91%—as well as the companies they chose and the nature of the roles they accepted. Procter & Gamble, Johnson & Johnson, General Mills, Dell, Best Buy, and Cisco Systems are among the top employers, highlighting the variety of industries and locations our students pursue.

The MBA Career Management Center experienced continued success this year in its recruiting efforts and saw strong improvement over last year. A total of 124 different companies hired 216 students for full-time and internship roles, with 40 companies hiring multiple students. Our placement rate increased (91% up from 87% in 2010), with a record-high average starting salary (\$91,229 up from \$83,848 from 2010). We attribute the success to our specialization model, where employers recognize the value that the Wisconsin MBA brings to the table.

View the [Wisconsin MBA 2011 Annual Employment Summary](#) to read more about the continued success of our Wisconsin MBAs. The report and the rest of this newsletter aim to help you understand the value of hiring from the Wisconsin MBA program. To learn more, or to discuss ways you can attract Wisconsin talent, please [contact us](#). Our personalized service allows us to help employers find talent quickly and easily; count on us to help you with your upcoming spring hiring needs.

### Placement data

#### Class of 2011

- Median base salary: \$94,000
- Median signing bonus: \$20,000
- Placement percentage: 91.1%

#### Class of 2012

- Median internship salary: \$5,960
- Median other compensation: \$3,000
- Placement percentage: 98.3%

### Employer-focused receptions in Chicago and Minneapolis slated for spring

Join our Career Management staff in Chicago (Tuesday, March 27, 2012) and Minneapolis (Tuesday, April 17, 2012) to learn more about the Wisconsin MBA model and how our students are prepared to make an immediate impact. It's our aim to make your recruiting efforts efficient and successful. To learn more about these events or to RSVP, contact [Matt Nelson](#).



Matt Nelson (center) with MBA Alumni at a 2011 Chicago Employer Reception.

## ICA project teams analyze companies and provide recommendations

Every year, our first-year MBA students begin their graduate studies by taking five core classes: Accounting, Data to Decisions (Excel & Statistics), Finance, Economics, and Marketing. Throughout the fall semester, students work within a cross-functional team to perform an integrated company analysis (ICA) of a publicly traded company of their choosing. The project consists of the team analyzing the company through the lens of the business concepts they learn in their core classes. The team then reports to the company on their project and presents a recommendation. The ICA project



Laura Blegen  
 MBA 2013  
 Arts Administration

*“Our team interviewed an executive from Walgreens and gained an immediate insider’s view. After we presented our analysis and recommendation, Walgreens gave us their perspective of our findings, then initiated a valuable conversation about career development and the current environment of the industry.”*

serves as a practical simulation, demonstrating the students’ ability to incorporate their specialized knowledge into business strategy.

## Poets & Quants ranks Wisconsin as #24 best MBA program in the U.S. in 2011



The Poets & Quants ranking is a composite of the five

major MBA rankings published by *Bloomberg BusinessWeek*, *The Economist*, *The Financial Times*, *Forbes*, and *US News & World Report*. The ranking considers large amounts of quantitative and qualitative data: corporate recruiter surveys, MBA graduates, deans and faculty publication records, median GPA and GMAT scores of entering students, and salary and employment statistics of the most recent graduating class. The Wisconsin MBA moved up six places from last year: from #30 to #24. Poets & Quants calls Wisconsin “a hidden gem,” highlighting the median base salaries jump along with the placement rate. Visit [Wisconsin’s Poets & Quants profile](#) to read more about how and why our specialized program meets your hiring needs.



## Student Profile

Tyler Heslinga  
 MBA 2012  
 Operations and  
 Technology  
 Management

*“The Operations and Technology Management specialization’s applied learning programs give students the ideal combination of depth and breadth for success. They helped us to understand today’s business challenges and prepared us to be strategic business leaders. The MBA Career Management Center has been instrumental through connecting us with employers and identifying opportunities where we will thrive.”*

### Experience and education prior to MBA:

- Enterprise operations program manager/MBA intern for Google
- Project manager for Epic Systems Corporation
- B.S. in business and B.A. in Spanish from Indiana University

### Recognitions and interests:

- Winner (team competition) of the 2011 University of Wisconsin-Madison Qualcomm Wireless Innovation Competition for Runner’s Fan (smart phone app)
- Technology chair for Wisconsin MBA GBA Board
- *Certificate in Entrepreneurship*
- Completed first triathlon in 2011

## Wisconsin MBA aims to raise \$22K for Special Olympics in February



In 2011, the Wisconsin MBA team of 69 student, staff, and faculty “plungers” raised a record high of \$19,012 (third highest

in Dane County). Our MBA students’ service-minded approach to business leadership extends to your company’s greater community. Learn more about our team at the [Polar Plunge](#) site.

## Wisconsin MBA alumni spotlight: Erik Aukland, MBA 2011 Real Estate

We thank Erik Aukland for sharing his views of, impressions about, and experiences with the MBA Career Management Center.

### Regarding just-in-time hiring:

My impression has been that, given the volatility of markets and general uncertainty of the economy, companies have relied more heavily on just-in-time hiring than in the past. While it seems that many companies have substantially recovered from the economic crisis and are implementing plans for growth, strategies and timelines are shorter term and/or reassessed more often, and, as a result, hiring plans are often made for shorter periods, such as months rather than years.

### Regarding MBA Career Management Center qualities:

Graduating in 2010, the job market was still very challenging (not that it is much improved now). The preparation in terms of interviewing and resume polishing and the focus on industry networking were the qualities of the Wisconsin MBA Career Management Center that provided a critical edge versus other job



**Erik Aukland**  
CCIM, MBA 2010  
Assistant vice president of  
special asset management at  
Centerline Capital Group

candidates and helped me secure a position in my desired geographic location in the midst of a very competitive job market.

### Regarding what sets the Wisconsin MBA apart from its competition:

In my view, our primary comparative advantage to many other programs is the specialization model.

The Graaskamp program is one of the few real estate-specific programs and has the among the most full-time real estate faculty of any program in the U.S. The other specializations also boast similar advantages over many of their competitors. Consequently, we attract and produce students focused on and skilled in their specific specialization. This—in addition to the practical, hands-on learning in a very tight-knit and collaborative environment, and the domestic and international travel that facilitates exposure to different markets and greater familiarity with the industry—translates into the ability to add immediate value to employers upon graduation.

## Steve Bennett speaks about “Leadership in Your First Job” at Weikel

In December, Steve Bennett, chairman of the board of Symantec and former president and CEO of Intuit, spoke candidly with the MBA students in the monthly M. Keith Weikel Wisconsin MBA Leadership Speaker Series. His leadership lecture included topics regarding “Your Brand,” adding value by

making and teaching others how to make great decisions, sharing vision, and having the courage to use judgment. “In business, observe, learn, participate, and build your skills to question and influence,” was the part of Steve’s response to a question of comprehension and participation in meetings.

[Click here](#) to see more of his lecture. The M. Keith Weikel Speaker Series was created to provide the opportunity for Wisconsin MBA students to interact with and learn from successful business leaders and alumni in a variety of fields.



## MBA Global Business Program offers an insider's view on international companies

Within the Wisconsin MBA, international trips and applied projects for international clients are options that are both planned and led by students. A study tour allows students to meet with senior business executives, government leaders, and educators in key business locations around the world. Specific career specializations offer an additional look at international business with a focus on particular industries. These experiences help our students to understand and appreciate the dynamics involved in an increasingly international economy.



Center for Brand and Product Management students with the famous Singapore mascot, the Merlion.



MBA global trip, South Africa: Johannesburg Stock Exchange



MBA global trip, Brazil: Natura Cosmetics Company

### MBA Career Management Center

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