TECHNOLOGY @ ANDERSON

» ACADEMICS
Students interested in Technology must be able to understand innovation, finance, operations, management, and the overall industry. Students should understand how to start a venture, raise funds and lead the enterprise. By exploring verticals such as financial services, health care, education, and entertainment, students are prepared to work in any industry from startups to large global corporations.

Specializations: Technology Leadership, Entrepreneurship

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» CAREER
The following are some of the hiring organizations for UCLA Anderson MBA students in Technology (both full-time employment and summer internships):

![Apple](...)
![Adobe](...)
![Google](...)
![Intel](...)
![Amazon](...)
![Microsoft](...)

The specific functions UCLA Anderson MBA students enter include:

- Product Marketing
- Product Management
- Entrepreneurship
- Business Development
- Strategic Planning
- Consulting
- Operations
- Human Capital

» CAPSTONE: APPLIED MANAGEMENT RESEARCH (AMR) – SAMPLE PROJECTS
- Investigated feasibility of a cloud solution marketed towards small-to-medium US businesses by performing competitive analyses for this cloud product
- Identified market opportunities for a new product offering in the smart home industry
- Analyzed current market for M&A activity, and prepared possible scenarios on strategic moves for a company in the memory and semi-conductor technology sector
- Developed a launch strategy for a digital health platform in Thailand
- Launched a mobile and web solution platform that creates a community of athletes with the goal of changing the way people participate in sports

» RESOURCES
- Anderson Tech Business Association
- Easton Technology Management Center
- Easton Fellowship Program
- Case Competitions
- CES® at Anderson
- Anderson Big Data Conference
- Tech Treks / Days-On-The-Job (DOJs)
- Tech ACT (Anderson Career Teams)

Information subject to change.

bit.ly/uclamba-tech
The Tech Business Association at Anderson (AnderTech) is the gateway to the tech industry for MBA students at the UCLA Anderson School of Management. AnderTech enables Anderson students to launch or advance their careers in the tech industry or in tech-related roles. The club leverages internal and external resources, such as the Easton Technology Management Center and alumni, to provide differentiated educational and community experiences, and prepare members to be leaders in their post-MBA careers.

**Srivatsa Dattatreya – President**

Hometown: **New York, New York**

Pre-MBA: **CEO – PropTech Start-up**

Summer Internship: **Product Manager in Tech**

Post-MBA Goals: **Product Manager in Tech**

Anderson Highlight: **Tech Immersion with the amazing Professor Kramer**

Ask Me About: **Pivoting into Tech and Running a start-up**

Contact Me: srivatsa.dattatreya.2023@anderson.ucla.edu

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**Caroline Van Allen – Executive Vice President**

Hometown: **Washington, DC**

Pre-MBA: **Research Principal – Gartner**

Summer Internship: **Technical Product Manager – eBay**

Post-MBA Goals: **Product Manager in Tech**

Anderson Highlight: **AnderProm ft. my classmate, hip hop artist @FlannelAlbert**

Ask Me About: **Finding frozen drinks in LA**

Contact Me: caroline.van.allen.2023@anderson.ucla.edu

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**Lauren Berliner – Vice President of Admissions**

Hometown: **Los Angeles, California**

Pre-MBA: **Senior Account Manager – Match Group**

Summer Internship: **Senior Marketing Manager Intern – Amazon**

Post-MBA Goals: **Marketing in Tech**

Anderson Highlight: **Nick Tran guest speaker (former CMO of TikTok)**

Ask Me About: **Anderson clubs – I’m a member of 15!**

Contact Me: lauren.berliner.2023@anderson.ucla.edu