Technology at Anderson Overview

Class of 2024 Internship
Function Breakdown within TECHNOLOGY (29.8% of Class)

- Marketing / Sales, 55.3%
- Operations, 7.4%
- General Management, 7.4%
- Finance, 10.6%
- Consulting, 5.3%
- Other, 10.6%
- Business / Data Analytics, 3.2%

(Includes Product Management - 34.0% - and Product Marketing - 10.6%)

Class of 2024 Internship
Sub-industries within TECHNOLOGY

<table>
<thead>
<tr>
<th>Sub-industry</th>
<th>% of Accepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software</td>
<td>30.9%</td>
</tr>
<tr>
<td>General</td>
<td>28.7%</td>
</tr>
<tr>
<td>Internet Services / E-Commerce</td>
<td>16.0%</td>
</tr>
<tr>
<td>Hardware</td>
<td>9.6%</td>
</tr>
<tr>
<td>Other</td>
<td>8.5%</td>
</tr>
<tr>
<td>Multimedia Products &amp; Services</td>
<td>6.4%</td>
</tr>
</tbody>
</table>

Class of 2023 FT Comp. – TECHNOLOGY (25.8% of Class)

<table>
<thead>
<tr>
<th>Compensation Area</th>
<th>MEAN</th>
<th>RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Base Salary</td>
<td>$146,729</td>
<td>$100,000-$215,000</td>
</tr>
<tr>
<td>Signing Bonus (71.0% reporting)</td>
<td>$50,924</td>
<td>$12,000-$125,700</td>
</tr>
<tr>
<td>Stock/Equity – 88.3% reporting</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Includes Business Development, HR, Strategy, etc.)
AnderTech Leadership: Sebastian Esselens

President of AnderTech

- **Hometown:** Antwerp, Belgium
- **Education:** University of Antwerp, B.S./M.S. Information Systems
- **Before Anderson:** Product Manager at Live Nation Entertainment
- **MBA Internship:** Product Manager AI/ML Music & Podcasts at Apple
- **Words of Wisdom:** Always start earlier! (Join tech immersion & optimize your resume by end of July!)

sebastian.esselens.2025@anderson.ucla.edu  
linkedin.com/in/sebastian-esselens
Tech at Anderson – Infinite Opportunities

Key Tech Trends for the Class Of 2026

- AI & ML
- Tech is everywhere (CleanTech, Entertainment, Gaming, MedTech, FinTech…)
- Tech’s Societal Impact

Fully Immerse Yourself at Anderson

- Embracing AI Conference
- Tech curriculum (Tech Management, Management in the Age of AI, Product Discovery, Product Delivery, Making Creativity Profitable In Entertainment & Tech, FinTech, State of Play, MedTech I & II & more!)
- Easton Center (Innovate + Tech & Society)

As the largest club at Anderson, AnderTech is the gateway to the tech industry for MBA students at UCLA Anderson. We prepare and empower students to launch or advance their careers in the tech industry or in tech-related roles.
Our Recipe of Sharing Success

CAREER DEVELOPMENT & EDUCATION
- The AnderTech Playbook
- Tech Resumes and Tech Networking 101
- Behavioral & Casing 101
- Interview Prep Training (IPT)
- Alumni Mock Interviews

CONFERENCES, COMPETITIONS, & WORKSHOPS
- Embracing AI Conference
- Unchained Conference
- Lewis Lin Casing Workshop
- Access to Numerous Case Competitions (with prizes!)
- Fireside Chats, Tech Talks, & Panels
- SQL, Data Visualization, and AI/ML Workshops

NETWORKING
- Bay Area, Seattle, and LA Tech Treks (DOJs)
- Fall & Winter Career Night
- Alumni Mixers
- Dinners with Alumni
- Mentorship
- AnderTech Buddy

Questions? Contact me! sebastian.esselens.2025@anderson.ucla.edu
A Map of Anderson’s Success

PRODUCT MANAGEMENT
PRODUCT MARKETING
CORPORATE FINANCE
OPERATIONS
BUSINESS DEVELOPMENT
PRODUCT STRATEGY
STRATEGY
CLIENT SOLUTIONS
ANALYTICS

...and many more!
Marketing at Anderson Overview

Class of 2024 Internship Industry Breakdown within MARKETING (28.1% of Class)

- Technology, 59.8%
- Consumer Products, 14.9%
- Entertainment/ Media, 11.5%
- Healthcare, 6.9%
- Other, 4.4%
- Non-Profit, 1.1%
- Energy, 1.1%

Class of 2024 Internship Sub-Functions within MARKETING

<table>
<thead>
<tr>
<th>Sub-Function</th>
<th>% of Accepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Management</td>
<td>47.1%</td>
</tr>
<tr>
<td>Product Marketing</td>
<td>20.7%</td>
</tr>
<tr>
<td>Brand Management</td>
<td>14.9%</td>
</tr>
<tr>
<td>Market Research &amp; Analytics</td>
<td>9.2%</td>
</tr>
<tr>
<td>Sales/Account Management</td>
<td>4.6%</td>
</tr>
<tr>
<td>Marketing - Other Services &amp; Products</td>
<td>2.3%</td>
</tr>
<tr>
<td>Consulting</td>
<td>1.1%</td>
</tr>
</tbody>
</table>

Class of 2023 FT Comp. – MARKETING (26.0% of Class)

<table>
<thead>
<tr>
<th>Component</th>
<th>MEAN</th>
<th>RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Base Salary</td>
<td>$137,994</td>
<td>$65,000-$215,000</td>
</tr>
<tr>
<td>Signing Bonus (70.9% reporting)</td>
<td>$40,088</td>
<td>$1,500-$125,700</td>
</tr>
<tr>
<td>Stock/Equity – 55.9% reporting</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

INCLUDES Product Management and Product Marketing roles
MA Student Profile: Johanna Lugo

President of the Marketing Association

- **Hometown:** Pembroke Pines, Florida
- **Undergrad:** University of Florida, BBA Marketing
- **Prior Career:** Gatorade Marketing Manager, PepsiCo Inc.
- **MBA Internship:** Product Marketing Manager, Microsoft

Johanna.Lugo.2025@anderson.ucla.edu
Marketing Association empowers and inspires future marketing leaders to successfully navigate careers in an ever-changing function across several industries. It provides members the support of an engaged community and connects current students, faculty, alumni, and corporate recruiters through year-round off and on-campus programming.
Our Impact on Your Journey

**CAREER SUPPORT**
- Fall/Winter Career Night
- Days on the Job (DOJ)
- Interview Preparation (IPT)
- Case Book
- Workshops
- Marketing 101s

**ENRICHING EXPERIENCES**
- Speaker Series
- Alumni Mentorship Program
- CMO Talk
- Case Competitions
- Lunch & Learn with Faculty

**SOCIAL CONNECTIONS**
- Alumni Mixers
- Social Events
- Partnership with other clubs
- Buddy Program (FTMBA & FEMBA)
- Super Bowl Ad Review

Questions? Contact me! Johanna.Lugo.2025@anderson.ucla.edu
Anderson Presence in the Market

✓ CONSUMER PRODUCTS
✓ TECHNOLOGY
✓ RETAIL
✓ ENTERTAINMENT
✓ FINANCIAL SERVICES
## General Recruiting Timeline

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity</th>
</tr>
</thead>
</table>
| August - September | Industry Research  
|                 | Resume Workshops                                                        |
| October          | ACT Begins (Sept. 30)  
|                 | **Company Events**  
|                 | Build Company List  
|                 | Informationals & Coffee Chats (Networking)  
|                 | Cover Letters / A few early applications  
|                 | Lewis Lin PMM Workshop (Oct. 13)  
|                 | DOJ/ Tech Trek Week (week of Oct. 28th)                                  |
| November - December | Continue Networking  
|                 | Continue Applications  
|                 | **Fall Career Night**  
|                 | Interview Prep (IPT) – Tech, Case, Behavioral  
|                 | Interviews begin                                                      |
| January          | **Anderson-Facilitated Interviews (AFI)**  
|                 | Continue Networking + Applications  
|                 | Academic Internships begin (optional)                                  |
| February         | Continue Interviews  
|                 | **Beyond Campus Recruiting Process (BCR)**  
|                 | Offer Evaluation                                                      |
| March - June     | **Winter/Spring Career Night**  
|                 | Continue BCR                                                          
|                 | Internship Prep                                                       |
Recommended Reading List

**Technology**
- *Cracking the PM Interview*
- TechCrunch
- Emerging Tech Brew
- The Lean Startup
- Decode and Conquer: Answers to Product Management Interviews

**Marketing**
- This is Marketing
- SmartBrief
- AdAge
- Lewis C. Lin

What should I be doing now?
Questions??