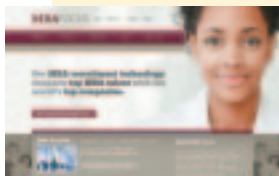


TOOLS OF THE TRADE

Matching MBAs With the Market

Global Focus helps employers and career advisors match job seekers with the right job openings.



Given the complexity of today's job market, it can be difficult for HR directors, recruiters, and career advisors to match the right jobs to the right talent. Global Focus, a recruiting management platform from Ohio-based MBA

Focus, was created to simplify the process. The subscription-based platform stores more than 60,000 résumés of business school graduates and alumni. Recruiters can search for candidates according to job preference, club participation, experience, geography, and citizenship.

"The Haas School of Business at the University of California, Berkeley, uses the program the same way employers do—to identify students by job preference, access students' contact information, and plan appointments," says Lisa Feldman, director of recruiting. "We use it to get an idea of what our current MBA class looks like as a whole."

MBA Focus also uses Global Focus as an analytical tool to track the job, industry, and geographical preferences of MBAs and alumni. Using this data, the company compiles annual analytics reports that it offers to subscribers. (See "Where MBAs Want to Work" at right.)

What's next for the platform? MBA Focus now wants to do more to facilitate remote job interviews, says Heather Krumpak, the company's vice president of school relations. MBA Focus has partnered with Pennsylvania-based InterviewStream to integrate an interview function into its platform.

For future versions of the software, Feldman of UC-Berkeley has two items on her wish list—a way to match students' qualitative soft-skill attributes to companies' corporate cultures and a way to integrate social media. "Questions that would help employers get to know students from a qualitative perspective would really round out student résumés," Feldman says. "And we need a good social media solution to get our messages through the noise to students more effectively."

For information or to read the company's analytics reports for 2008–2009 and 2009–2010, visit www.mbafocus.com.

Where MBAs Want to Work

The top five job preferences of MBA graduates, according to MBA Focus' Student Analytics Reports*:

Class of 2009:

| | |
|----------------------------|------------|
| Consulting..... | 45 percent |
| Private equity..... | 26 percent |
| Venture capital..... | 22 percent |
| Investment banking..... | 20 percent |
| Investment management..... | 20 percent |

Class of 2010:

| | |
|--|------------|
| Consulting..... | 43 percent |
| Business development..... | 34 percent |
| Strategic planning..... | 26 percent |
| Marketing, brand/product management..... | 23 percent |
| General management..... | 21 percent |

Class of 2011:

| | |
|--------------------------------------|------------|
| Consulting..... | 42 percent |
| Private equity..... | 24 percent |
| Venture capital..... | 20 percent |
| Investment banking..... | 19 percent |
| Investment management/brokerage..... | 18 percent |

**Graduates could choose up to three preferred industries. Percentages have been rounded to nearest whole number.*

In 2010, not surprisingly, MBA Focus saw students' job searches trend away from financial areas such as investment banking and private equity and toward nontraditional jobs in fields such as strategic planning and marketing. But in 2011, many students once again targeted the finance sector. "During the economic crisis, financial firms continued to keep their brands in front of candidates," says Heather Krumpak of MBA Focus. "But even though these firms are recruiting again, it's unlikely that all graduates interested in the financial industry got jobs there. We don't yet have the information about where they ended up."

The economic downturn offered one advantage for graduates who maintained their resolve to land jobs in finance, Krumpak adds. "Diehards who wanted MBAs because they really wanted to be in finance stood out to firms that were hiring," she says. "There was a better likelihood of the right talent being matched with the right company." Z