



PARKER + A-DAYS

Technology & Marketing Session

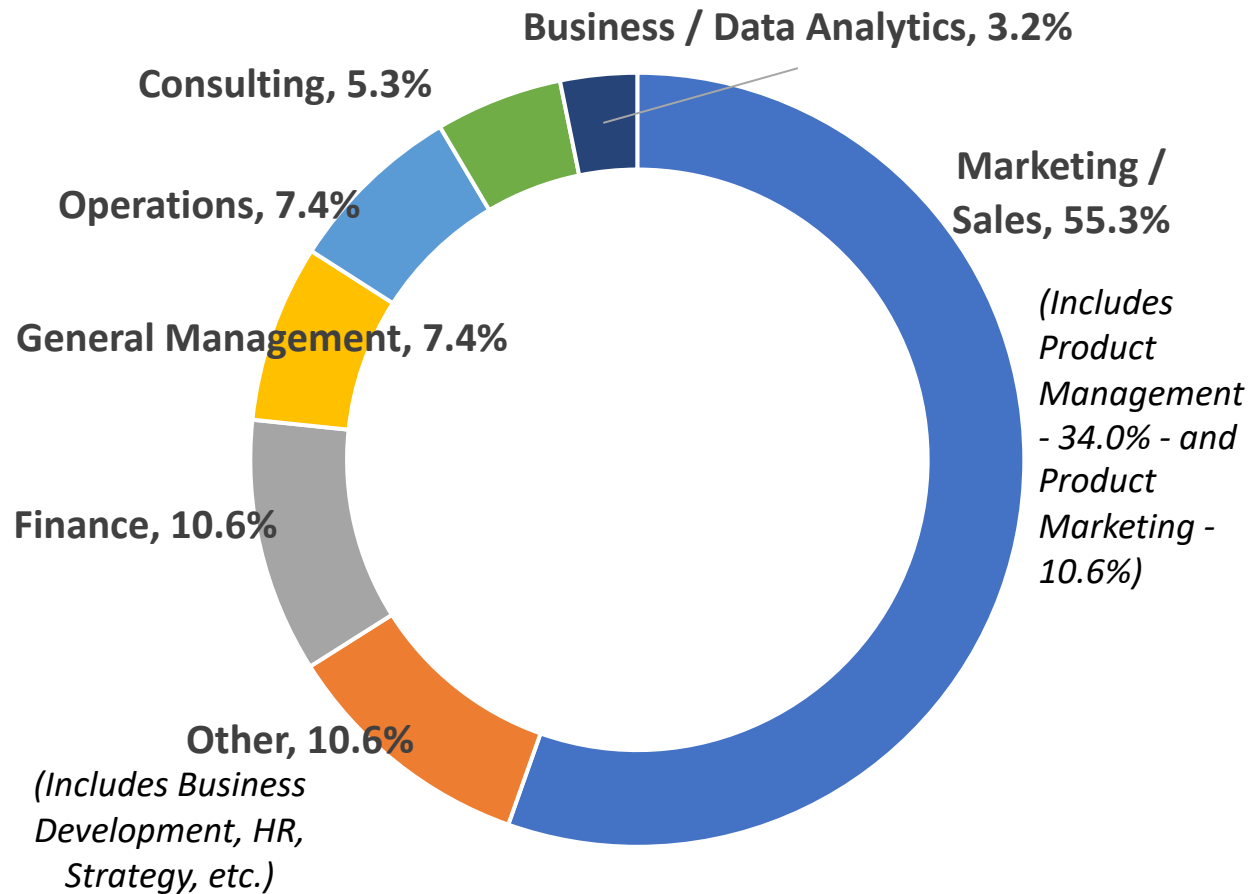
PARKER CAREER MANAGEMENT CENTER

UCLA Anderson



Technology at Anderson Overview

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



Class of 2024 Internship Sub-industries within TECHNOLOGY	% of Accepts
Software	30.9%
General	28.7%
Internet Services / E-Commerce	16.0%
Hardware	9.6%
Other	8.5%
Multimedia Products & Services	6.4%

Class of 2023 FT Comp. – TECHNOLOGY (25.8% of Class)	MEAN	RANGE
Annual Base Salary	\$146,729	\$100,000- \$215,000
Signing Bonus (71.0% reporting)	\$50.924	\$12,000 - \$125,700
Stock/Equity – 88.3% reporting		

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

A Map of Anderson's Success

PRODUCT MANAGEMENT

PRODUCT MARKETING

CORPORATE FINANCE

OPERATIONS

BUSINESS DEVELOPMENT

PRODUCT STRATEGY

STRATEGY

CLIENT SOLUTIONS

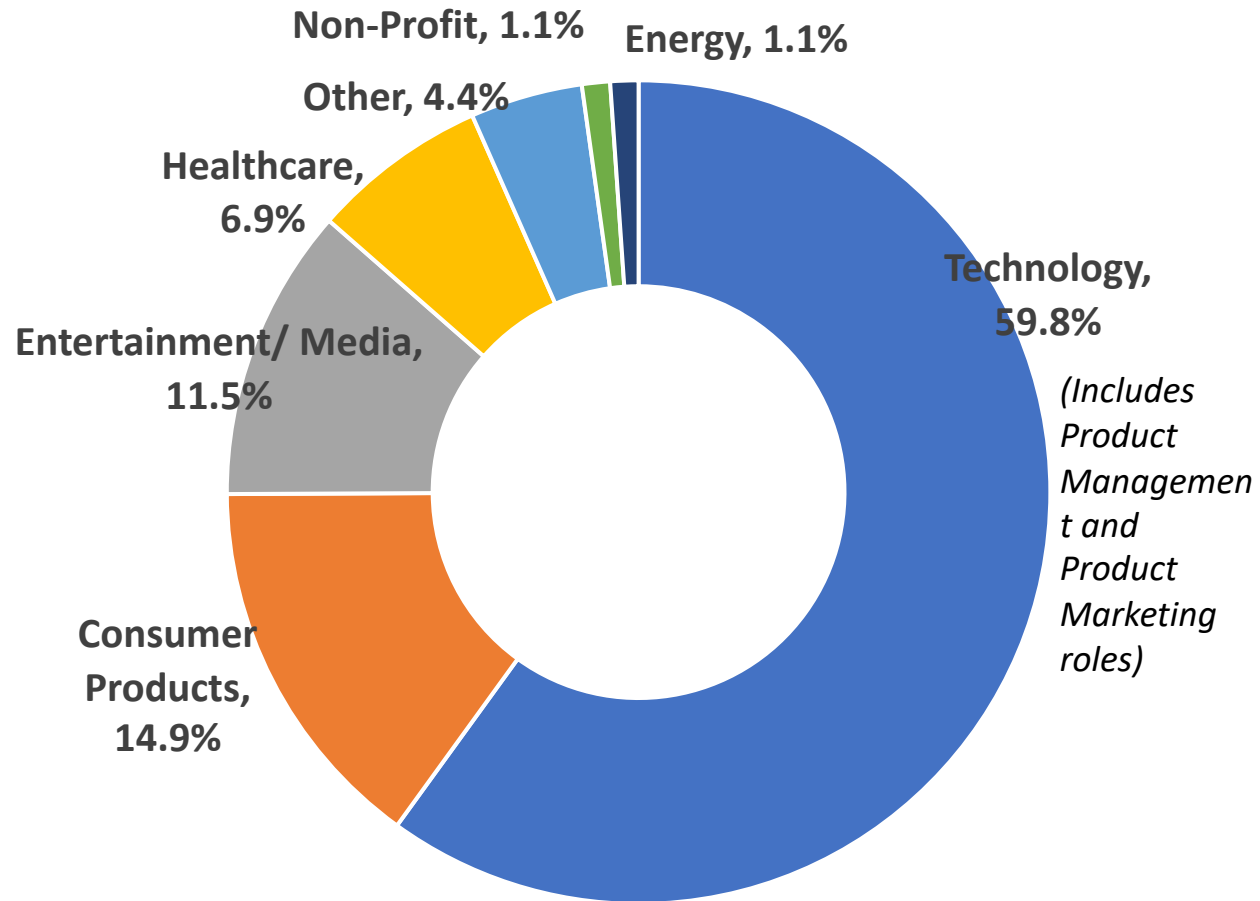
ANALYTICS



...and many more!

Marketing at Anderson Overview

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



Class of 2024 Internship Sub-Functions within MARKETING	% of Accepts
Product Management	47.1%
Product Marketing	20.7%
Brand Management	14.9%
Market Research & Analytics	9.2%
Sales/Account Management	4.6%
Marketing - Other Services & Products	2.3%
Consulting	1.1%

Class of 2023 FT Comp. – MARKETING (26.0% of class)	MEAN	RANGE
Annual Base Salary	\$137,994	\$65,000- \$215,000
Signing Bonus (70.9% reporting)	\$40,088	\$1,500- \$125,700
Stock/Equity – 55.9% reporting		

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

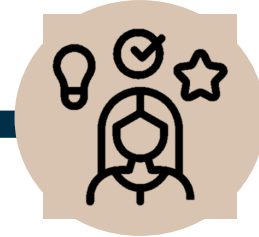
Johanna.Lugo.2025@anderson.ucla.edu

Our Impact on Your Journey



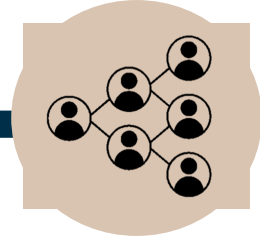
CAREER SUPPORT

- 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

Anderson Presence in the Market

- ✓ CONSUMER PRODUCTS
- ✓ TECHNOLOGY
- ✓ RETAIL
- ✓ ENTERTAINMENT
- ✓ FINANCIAL SERVICES



GENERAL RECRUITING TIMELINE

Month

Activity



MARKETING
ASSOCIATION

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

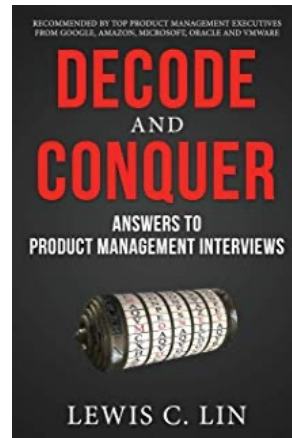
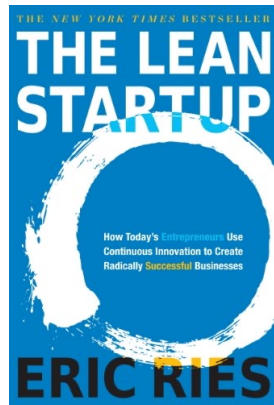
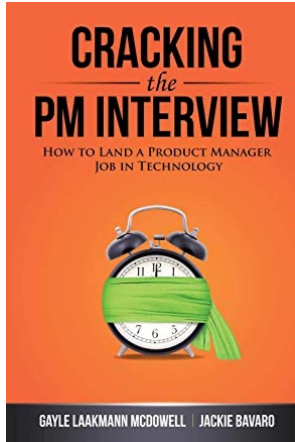
Continue Interviews
Beyond Campus Recruiting Process (BCR)
Offer Evaluation

March - June

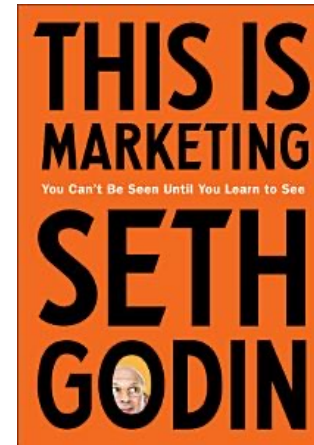
Winter/Spring Career Night
Continue BCR
Internship Prep

Recommended Reading List

Technology



Marketing



What should I be doing now?

Questions??