



## **UCL Marketing & FMCG Fair**

### **Thursday 25th October 2012, 5.30-8pm**

### **Wilkins Old Refectory & JBR**

Welcome to the 2012 Marketing & FMCG Fair. We hope you find the event useful, and enjoy meeting the organisations who are attending.

#### **Panel Discussion**

The panel discussion will take place in the Old Refectory from **5.30-6.30pm**, featuring representatives from a range of firms attending this Fair.

The panel will let you hear from different organisations and professionals about their work, routes in, challenges they face, and their advice to anyone looking to break into their sector.

Due to limited capacity, we are only able to admit the first 100 people into the panel - we thank you for your understanding. The main Fair will be open throughout, from 5.30-8pm, so if you are not able to attend the panel, then please use the time to talk to the company representatives on their stands.

#### **Panelist Biographies**

##### **Luke Castiglio, Cisco Systems**

Luke Castiglio graduated from The University of Melbourne (Australia) in July 2003, having completed his Post-Graduate studies in History, and under-graduate in Marketing & Accounting (at Victoria University of Wellington, New Zealand).

He joined IBM's Graduate Program in 2004 as an SMB Account Manager which was his first professional role in sales. Luke then spent the next 4 years selling to a variety of large multi-national and public institutions before being promoted to management. Having worked in a

Sponsored by



number of different management roles for the past 4 years, Luke now manages the Sales Graduates that join Cisco. These graduates in-turn sell to Mid-Market and Service Provider customers.

### **Jane Cartwright, Essence Digital**

I graduated from UCL in June 2009, having completed a BA in Philosophy. When I started on the Essence grad program in August 2009, I wasn't completely sure what I was getting myself into but, luckily, I have ended up really enjoying digital marketing.

My role as Senior Account Manager is quite varied. A big part of my role is building relationships with the client and understanding what they need. Sometimes this involves disagreeing with them and sticking to my guns when I know I'm right. Digital marketing is very data-driven, so it is much more about understanding numbers than being creative. I think it is a good industry to be in, as it's exciting, ever-changing and the future is most definitely digital.

### **Zami Majuqwana, Omnicom**

Zami studied History at Cambridge University. Her interest in the relationship between people and institutions and in social movements especially, led her first into campaigning and now into the communications industry. She is on the Accelerate graduate scheme run by DAS, a division of Omnicom. Zami is one of four graduates on the scheme, and as the Corporate Reputation Management graduate she is visiting 5 PR, advertising, and branding agencies to better understand how corporations manage their reputations in a changing and challenging media environment. She has worked at Fleishman Hillard (PR), Kreab Gavin Anderson (PR), Doremus (Advertising), and TribalDDB (Digital Advertising) and is currently at Interbrand (branding) on her final placement.

### **Nick Diamond, Procter & Gamble**

Nick graduated from Manchester University in 1995, when he joined Procter & Gamble in Marketing.

His initial roles in the UK were a combination of traditional Brand marketing and sales roles – working within a retailer team to grow the P&G business in the retailer. He then moved into P&G's Prestige Fragrances division, where he worked with a French couture fashion designer for the launch of a successful fragrance, which he launched through Harrods and other department stores across the UK and Europe.

In 2000, he moved to Geneva where he spent the next 11 years. During this time he worked in a variety of sales and marketing roles – with a primary focus on developing and expanding P&G's Beauty business into emerging markets – mainly in Asia, Eastern Europe and Latin America. This includes: running P&G's Prestige Fragrances business across Russia and Eastern Europe, expanding Olay skincare into Latin America and Asia, and setting up a new business and Brand portfolio to launch into pharmacies across developed and emerging markets.

In 2011, Nick returned to the UK where he now works on the Tesco business – leading marketing and new business development for the P&G business in Tesco.

Nick is married and has one small but very energetic son.

## **Jat Sahota, Sainsburys**

Jat Sahota graduated from UCL in 1990 with a BSc degree in Biology. He also represented UCL in Tae Kwon Do as team captain and was awarded full colours. A career retailer, he has worked in variety of senior Trading and Marketing roles in food, clothing and general merchandise retailers. Jat joined Sainsbury's in 2006 as Head of the Fruit business unit in Trading and from there moved onto becoming Head of Corporate Responsibility, where he lead the negotiations for Sainsbury's to become a the first ever sole sponsor of the Paralympic Games. In his most recent role as Head of Sponsorship he has lead the activation programme for Sainsbury's highly successful sponsorship of the London 2012 Paralympic Games. Married with 3 young children he lives in West London.

## **Organisation Profiles**

### **American Express**

[www.americanexpress.com/campus](http://www.americanexpress.com/campus)  
[ask.campus.emea@aexp.com](mailto:ask.campus.emea@aexp.com)

American Express is a leader in global payments. We are the world's largest card issuer, the premium network for high spending card members, a processor of millions of transactions daily and a partner that provides business-building services to a worldwide merchant base.

American Express offers innovative and world-class programmes in London, Brighton and Burgess Hill for students who want to develop a career in Financial Services. We offer positions across: Consulting, Finance, Marketing, Operations and Travel.

Our Full-Time, Summer Internship and Industrial Placement programmes offer a combination of training, networking and mentoring that help you develop both personally and professionally. Graduates and Interns work on meaningful projects that link to our key business priorities, attend our executive speaker series and participate in numerous exciting social activities. These are designed to expand your business expertise while helping you to accelerate your career from day one.

### **Coca-Cola Enterprises**

Coca-Cola Enterprises is the world's largest bottler, marketer and distributor of some of the planet's favourite beverages. Our heritage can be traced back to 1899 when the first Coca-Cola bottling operations began. Today, we proudly operate across Europe including Belgium, continental France, Great Britain, Luxembourg and The Netherlands. Together, we work everyday to support our vision of becoming the best beverage sales and service company.

### **Cisco**

Cisco transforms the way people live, work, play and learn through connecting people across the globe. The IT industry has changed the way we think and communicate and Cisco is at the heart of driving this change. IT is no longer static, but constantly evolving and moving forward.

The Cisco Sales Associates Programme (CSAP) is an industry-leading graduate programme that is specifically designed to prepare top university graduates to become the next generation of talent and leaders. During the first three months of the training, graduates will be immersed into the Cisco culture as well as having the opportunity to connect with people globally. At Cisco

we aim to create a human network and graduates will have first-hand experience of this. For the remaining nine months, Associates move into an account manager role where they are provided with on the job experience selling these transformational technologies.

## **CPM**

CPM engages exciting brands with retailers, building sales from the ground up. As part of one of our Contract Field Sales & Marketing Teams, you build relationships with retailers in your territory, grow business from store to store and realise your potential within a challenging and exhilarating performance culture. You'll need drive, a truly entrepreneurial spirit, and a desire to make a positive impact on sales at store level.

This is a company in which self-starters thrive and people with initiative can accelerate their development. We're looking for intelligent, articulate, commercially aware people who can champion new products, implement category driving initiatives and thrill retailers with their enthusiasm.

At CPM talented people don't wait long for rewards and progression. If you can make a difference – a real difference to the profitability of retailers, of our clients and of our business - huge career opportunities await you at CPM.

## **dunnhumby Limited**

[www.dunnhumby.com/yourfuture](http://www.dunnhumby.com/yourfuture)

Machar Smith  
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dunnhumby is the leader in personalising the world's experience of retailers and brands. Analysing data from over 350 million people in 28 countries, we help companies put customers at the centre of every decision. We use our insight to improve customers' retail and brand experience to earn their lifetime loyalty.

Our work with some of the world's biggest retailers and brands has demonstrated that companies which deliver value to customers through personalisation become and stay their customers' first choice. This strategic approach to putting the customer first in business improves our clients' like-for-like sales and profit margins – or, put simply, grows measurable value.

Employing more than 2,000 people in 30 offices worldwide, dunnhumby serves a prestigious list of companies including Tesco, Casino, The Kroger Co., Procter & Gamble, Shell, Coca-Cola, Mars and PepsiCo. dunnhumby also includes the word of mouth marketing experts BzzAgent and price optimisation company KSS Retail.

Opportunities for Graduates - We're looking for individuals who we believe have the ability to impact our company from the day they start. Typically, our graduates start out in roles such as Analyst, Data Developer or Client Lead. These are broad disciplines under which many of the roles here at dunnhumby can be categorised and give insight into the type of work we offer and the skillsets we seek in our Graduates. Our graduates undergo an initial five weeks training to get adjusted to dunnhumby culture, and to learn the skills they will need to be successful. From technical training to an explanation of our company's history, we'll make sure we do everything possible to set you up for success.

Opportunities for Interns - The dunnhumby Summer Analyst Programme is a great way to gain insight into the world of customers and their behaviour. You will experience how our expertise helps some of the world's biggest brands - companies like Tesco, P&G, Coca-Cola and Nestlé - achieve extraordinary results. Our internship programme starts in June 2013 and lasts ten weeks. It will provide valuable, on-the-job work experience that could help you secure a place in our graduate development programme the following year.

## **Essence Digital**

[www.essencedigital.com](http://www.essencedigital.com)

Essence is an award winning digital agency based in London and delivering work for clients across Europe and beyond. With clients such as Google, Expedia and eBay, Essence delivers media, creative and technical solutions to leaders in the digital space.

Recruitment entry routes: Graduate Rotation Scheme.

Training: 12 month rotation scheme at entry level followed by a structured training programme at every seniority level.

Total number of vacancies each year: 12-15 graduate level vacancies.

Internships: Yes. Are these open to First Years/Penultimates/Finalists/Graduates? Yes.

Salary Range in 2012: Competitive plus bonus and excellent benefits.

To apply please email us your CV and a short covering letter.

## **Google UK Ltd**

[www.google.com/students/emea](http://www.google.com/students/emea)

Google's mission is to organise the world's information and make it universally accessible and useful. And while we're committed to building the perfect search engine, our work goes well beyond delivering accurate search results.

Google is looking for recent and experienced graduates with strong analytical and communication skills to help our clients and users get the most out of their advertising efforts and our products to work primarily in Dublin, Ireland and Wroclaw, Poland. Your specific responsibilities will depend on the team you will join and on your skills and experience. You could work in a highly motivated sales team, convincing potential customers to use our tools in online marketing or you could provide customer support and solutions to challenging technical issues. You could manage advertiser or publisher accounts, develop compelling advertising solutions for brand advertisers, improve access to relevant information for Internet users or develop scalable support solutions for rapid growth consumer products. At Google, the opportunities are endless for new and recent graduates.

Internships are available in a wide array of fields such as Marketing, Business Development, Finance, Sales, HR, Legal, Engineering, Analytics and a few more. Duration and start date vary depending on the position.

## **Hyper Island**

For over 15 years Hyper Island has been designing learning experiences for students and industry professionals alike. It started when the founders realised their new digital world demanded a new kind of learning: industry-based learning.

They envisioned a new institution that could prepare people for the lightning-fast pace of the modern workplace: a place where students could grow, not only as professionals, but also as human beings.

As the digital world shifts and evolves, Hyper Island continues to react and expand, creating an agile, forward-looking learning environment for students and industry leaders. What began as a bold experiment on a windswept island has become a revolutionary way to learn, reflect, collaborate, and above all, innovate.

Staff and graduates of Hyper Island will be present to showcase their MA Digital Media Management course based in Manchester.

## **Incisive Media**

[www.incisivemedia.com](http://www.incisivemedia.com)  
[opportunities@incisivemedia.com](mailto:opportunities@incisivemedia.com)

In little more than a decade, Incisive Media has grown from the launch publisher of a single B2B financial magazine to a global business media company with a portfolio that is the envy of its peers. Whether communicating in magazines, at events or online, Incisive Media prides itself on its entrepreneurial culture, creating market-leading products for the industries we serve.

As you would expect from a leading business information provider, we place a high value on our employees and are striving to be an employer of choice for graduates. In doing so we offer highly attractive rewards packages, an environment where performance is recognised and rewarded, careers are fostered and people are respected to ensure we attract and retain the calibre of people that we need for our rapidly expanding business.

## **Ketchum Pleon**

<http://www.ketchum.com/uk-internships>  
Rachael O'Connor: [rachael.oconnor@ketchumpleon.com](mailto:rachael.oconnor@ketchumpleon.com)  
020 7611 3605

Ketchum Pleon is a top 10 global PR agency located near trendy Brick Lane. We work with some of the most well-known companies in the industry, across a number of different areas including; Brand, Corporate & Public Affairs & Healthcare. If you are interested in a career within PR then we want to hear from you!

Our James Maxwell graduate programme is an excellent opportunity for new graduates to work in a full service PR agency and rotate through our different practice areas. Allowing you to truly experience and understand all aspects of the industry before deciding which area of PR is your calling!

If you haven't yet graduated, but you would like to find out more about the PR industry, then why not carry out an internship within one of our practice areas!

## **Omnicom**

[www.dasaccelerate.com](http://www.dasaccelerate.com)

Omnicom is the guardian of over a hundred agencies in the advertising, marketing and communications business (and a pretty big one too – with over 175 offices worldwide, working on over 5,000 brands – like VW, Pepsi and the London Olympics!)

Accelerate is a chance for four of the brightest, most enthusiastic graduates to kick-start their careers by spending 16 months on placements across five different, world-leading agencies. You'll hit the ground running, bringing your unique perspective to real client projects, right from the word go. You'll gain experience that takes most people years to build up and networking channels that others can only dream of. We'll hand-pick agencies to suit your skills and support you with a personal training programme and dedicated mentoring right the way through. We'll even send you to New York to build your network worldwide.

Training: Bespoke training and mentoring programme by top business psychologists, Omnicom and at each agency placement

Salary: £28,000

## **Pathfinders Media Recruitment**

[www.pathfindersrecruitment.com/default.aspx](http://www.pathfindersrecruitment.com/default.aspx)

[info@pathfindersrecruitment.com](mailto:info@pathfindersrecruitment.com)

020 7434 3511

With 40 years of experience, Pathfinders Media Recruitment specialises in positions within marketing, advertising, PR and Digital Communications. We have specialist teams which assist with graduate and entry-level roles, with an enviable record of placing graduates into entry-level positions in the top media and communications companies in London.

We realise how disheartening it can be to leave University with excellent qualifications yet still struggle to source that first job in the industry. Therefore, we also run a very successful work experience programme with many leading names in the marketing and communications industries, offering hands on experience whilst building valuable industry knowledge.

We have specialist teams which recruit in the following areas:

- Digital / IT / Project and Account Management
- PR & Marketing – from assistants through to senior executives (Agency and Client Side)
- Secretarial support from administrators through to EAs
- Post room, reception, and front of house co-ordinators

## **Pentland Brands**

Pentland Brands' purpose is to create stakeholder value by building one of the world's leading brand management groups in sports, outdoor and fashion.

Pentland Brands was founded in the 1930's in Liverpool by the current CEO's grandparents. It started life as a small shoe business and has grown into the UK's leading global brand management group in sports, outdoor and fashion. Pentland Brands owns the following brands globally: Speedo, Canterbury of New Zealand, Ellesse, Berghaus, Red or Dead, Mitre, Kangaroos and Boxfresh; and is also the global licensee for Lacoste and Ted Baker footwear.

The Group is privately owned in the UK by the Rubin family. Pentland is also the majority owner of JD Sports Fashion plc which operates over 800 sports, fashion and outdoor stores in Europe. We sell our products in over 190 countries and globally employ 16,000 people.

Pentland Brand's Headquarters in Finchley, North London was awarded best corporate workplace in the UK on completion in 2003, and in 2008 we were voted the best family business in the UK by the Institute of Family Businesses.

Most recently we were also recognised as one of the UK's Best Workplaces 2012 by Great Place to Work®. Pentland Brands was the only fashion or outdoor business to make this year's list and, at number 16, is ranked higher than any other sports company.

Our culture is people centred, and the work environment reflects and supports this. The Pentland values are at the heart of what we do and how we interact with the world around us.

## **Procter & Gamble**

[www.pgcareers.com](http://www.pgcareers.com)

Do you shave with a Gillette Fusion or Venus razor? Wash your hair with Pantene? Or wear a scent from Hugo Boss?

You probably use Procter & Gamble products without even knowing it.

Did you know P&G products are enjoyed over 4 billion times a day in over 180 countries, making us perhaps the two most successful letters on the planet? With the strongest portfolio of trusted, quality, leadership brands, our goal is to improve life daily through our products, people, and initiatives.

The P&G community includes approximately 126,000 employees working in about 80 countries worldwide.

We can offer a huge array of careers in a flexible, inspiring and healthy environment. Right from the start, you'll be making your mark, owning projects that touch the lives of consumers around the world and facing new challenges every day.

## **Sainsbury's**

[www.sainsburys.jobs/graduates](http://www.sainsburys.jobs/graduates)

Sainsbury's strive to deliver an ever improving shopping experience for our customers. Over 22 million shoppers every week choose us to supply their shopping, that's a whopping 16.6 percent market share - and with over 30,000 products and 150,000 employees, the numbers we have working for us prove that we have something special here - a place that has become not just a great place to shop, but also a business that's a great place to work too.

Roles/functions available:

The Operations Programme involves placements in Retail and Logistics

The Commercial Programme includes placements in Buying and Marketing

The People Programme offers placements in our HR and Customer Service Division

Salary for 2013: £32,000

## **Telefónica UK**

[www.jointalentum.com](http://www.jointalentum.com)

[Talentum@o2.com](mailto:Talentum@o2.com)

We're Telefónica, a world leader in global communications and the name behind O2.

We've launched Talentum, our new approach to hiring and inspiring the brightest students and graduates across Europe.

We want people who love stepping out of their comfort zones and taking on new challenges. Graduates can join us via two different graduate schemes.

The first is our European Leadership Graduate Programme. If you have a strong academic record and a second language to English (preferably Spanish, German, Slovak or Czech), this could be the scheme for you.

If you'd prefer to stay in one country, a local graduate programme might be a better option. Most countries have their own local graduate programmes, which allow you to specialise in a certain area, such as Finance, Marketing, IT & Networks. You'll be trained to become a future business leader, while developing expertise in a specialist subject.