



Leading from Day One



Brand Management

Most commonly associated with the CPG industry, brand managers ensure the products, services, and product lines that fall under their domain resonate with current and potential customers. Brand managers are responsible for more than executing marketing campaigns; they lead cross-functional teams, manage the brand's P&L, and develop & implement strategic initiatives designed to generate growth. They also regularly meet with senior managers and oversee teams of junior marketers.

Product Management

Most commonly associated with the Tech industry, product managers are responsible for guiding the success of a product and leading the cross-functional team responsible for improving it. Product managers establish the strategy, roadmap, and feature definition for a product or product line. The position may also include marketing, forecasting, and P&L responsibilities.

Operations/Supply Chain

Put simply, operations management ensures that the day-to-day operations of the business are working as efficiently as possible in order for the company to achieve its objectives. It is responsible for a number of key functions of a business, including managing logistical processes and the overall supply chain, overseeing production and assuring product quality, initiating and building relationships with vendors, and ordering, warehousing, and managing the flow of materials. Operations roles generally involve leading large teams and leveraging strong analytical capabilities.

Project/Program Management

Project managers work with contacts from various functions to keep projects on track (e.g., coordinate time, budgets, & resources, and track & delegate tasks). Program managers are responsible for managing programs, which are large projects made up of smaller, inter-dependent projects.



Structured GM Development



Leadership Development Programs (LDP)

These programs are designed to quickly develop high-potential MBA graduates into leaders by exposing them to a variety of functions and helping them build skills that are critical to the future of the organization. They generally involve multiple (2-3) rotations over a 2-3 year span, along with executive mentorship and opportunities to network with senior leaders. Some LDPs also incorporate/allow for international rotations.



Financially-Focused



Finance Leadership Development Programs (FLDP)

Similar to GM-oriented LDPs, FLDPs are designed to create future finance leaders through a variety of finance assignments. Rotations can include, but are not limited to, financial planning & analysis (FP&A), strategic planning, internal auditing, mergers & acquisitions, operations, innovation, and investor relations.

Corporate Finance

For the most part, MBA-level corporate finance roles are very similar to FLDP roles. The primary difference is related to the structure & timing of rotations; non-FLDP roles tend to be more flexible.



Strategically-Sound



Strategy/Internal Consulting

Internal consultants operate like external consultants: they solve problems and implement solutions in order to improve the organization's performance. They work across a range of activities: strategic planning, mergers & acquisitions, finance, process improvement, technology, etc. The relationships and skills they build along the way enable those working in strategy roles to eventually take on general management-oriented roles within the organization.

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