

GBSB GLOBAL ALUMNI

Employment Report 2024



GBSB GLOBAL
BUSINESS SCHOOL

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Xavier Arola

HEAD OF CAREER, ALUMNI, AND
ENTREPRENEURSHIP SERVICES
(CAEC), G-ACCELERATOR DIRECTOR

Welcome to GBSB Global's Employment Report

I am pleased to present the **2024 Employment Report**, a valuable document that highlights our institution's impact on students' professional development and provides a comprehensive overview of our career support initiatives.

At GBSB Global, we take pride in attracting talented individuals from around the world, united by our mission to **"Connect, Lead, Inspire."** This motto reflects our commitment to fostering innovation, inclusive leadership, and mindful progress. We prepare graduates to become visionary leaders, equipping them to challenge the ordinary and make meaningful contributions to industries, organizations, and society.

Through the Career, Alumni, and Entrepreneurship Center (CAEC), we take this support further by offering tailored career guidance to help students and alumni "cultivate connection" and "lead with purpose." **Whether through impactful entrepreneurship, business creation, or industry connections, our services promote "conscious development" to help students and graduates realize their full potential.** Additionally, we offer targeted workshops to equip students with both strategic and operational skills, including Project Management Exam Prep workshops (PMI) and AI Generative Business, encouraging AI-driven decision-making and data analytics to foster strategies that are both disruptive and informed.

GBSB Global's commitment to innovation and entrepreneurship continues to strengthen through a wide range of services and activities that support our student's entrepreneurial mindset and foster real opportunities, **such as the G-Accelerator Impact Call and Open Innovation Challenges**, which provide next-generation leaders with practical tools and resources for success. Our pre-accelerator programs deliver mentorship, training, networking, and funding opportunities, driving impactful business solutions and "disrupting the ordinary."

In line with our growing commitment, **we are excited to announce the launch of the G-Accelerator Program in Malta, marking an important step in integrating into the Malta entrepreneurship ecosystem.** In 2025, the program will leverage local ecosystems to foster an entrepreneurial mindset, offering early-stage entrepreneurs and intrapreneurs practical skills and resources.

This Employment Report is a testament to the dedication and resilience of our students, alumni, and the CAEC team. **It showcases how our global community continues to "drive change" and meet the needs of companies focused on sustainable futures.** Our alumni excel in both national and multinational collaborations, and we look forward to expanding these connections in the year ahead.

As we look to the future, we remain committed to supporting the ambitions of our students and alumni as they navigate evolving job markets and entrepreneurial opportunities. **Together, we are building a global network of leaders, innovators, and changemakers who "lead to inspire" and shape the world with empathy and purpose.**



Career, Alumni and Entrepreneurship Center Services (CAEC)

At GBSB Global Business School, we believe that building a successful career extends beyond obtaining a degree. With a focus on empowering students to become leaders in their chosen field, CAEC's mission is to equip both students and graduates with the tools to navigate their professional journeys confidently. Our commitment extends to promoting impactful global action in business and sustainability, further enriching the career development experience.

Careers

The Career Services team is dedicated to supporting students from the start, ensuring they stand out in a competitive job market. To boost employability, Careers Service provides personalized coaching and counseling sessions tailored to individual professional needs. This strategic 4-step process begins with helping students assess their strengths and skills (step 1: self-assessment), followed by mapping their interests and forming a career strategy (step 2: map of interests). The process then transitions to active job search training (step 3: job search skills), culminating in practical support for accessing the professional market, internships, and job opportunities (step 4). Our expert Career Coaches and counselors foster self-awareness, assist students in setting clear career objectives, and guide them in creating actionable plans. The Career Services team also facilitates internship opportunities through our career portal and supports students through the internship agreement process.

Internships

Internship management at GBSB Global has reached new heights, highlighted by an impressive 11% increase during the 2023-2024 academic year compared to the previous year. This growth underscores the enhanced focus on integrating practical experiences within academic programs, demonstrating our dedication to ensuring students gain meaningful exposure to real-world professional environments. The rise in managed internships reflects our proactive efforts to bridge the academic and industry divide, enriching the learning experience and preparing students for the workforce. A testament to the impact of our career services is showcased in testimonial section “Internships Leading to Full Time Jobs” of this report, illustrating the supportive connections facilitated between students and industry partners.

The academic year 2023-2024 also saw a significant 61.5% increase in internship postings by our corporate partners. This expansion in opportunities speaks to our strong partnerships and the value they see in collaborating with GBSB Global students.

Additionally, corporate engagement rose by 21.3% this year, reflecting our ongoing efforts to cultivate robust relationships with industry partners. Enhancements to our Career Portal for streamlined content and news management have led to greater student and alumni participation.

Looking Ahead Our future plans at CAEC include expanding international corporate collaborations to create a wider array of job and internship opportunities for our students and graduates worldwide. These initiatives demonstrate our steadfast commitment to innovation and excellence in career preparation, ensuring that GBSB Global students are equipped for ongoing success in their professional pursuits.



Alumni Services

Joining the Global Alumni Network Graduating from GBSB Global Business School means becoming part of a dynamic and influential global network. Alumni hold key positions across a wide range of industries and have access to invaluable resources for mentorship, professional advice, and career advancement. Engaging with this network allows graduates to tap into industry expertise, build meaningful connections, and gain insights that can shape their career paths.

Expanded Alumni Services In the past year, GBSB Global has enhanced its alumni services to better support and connect both graduates and current students. These efforts include the annual alumni reunion, the formation of specialized alumni chapters, and a variety of professional development workshops and webinars led by industry experts.

Guest Alumni Speaker Program (GASP)

A notable addition this year was the Guest Alumni Speaker Program (GASP), where four distinguished graduates shared their career journeys with students and fellow graduates. GASP aims to offer valuable insights into the professional experiences of successful alumni. These sessions include open discussions that explore career trajectories, the impact of a GBSB Global education, and industry realities. GASP also provides practical advice on breaking into specific fields, highlights opportunities, and shares resources for networking. This program gives participants a unique opportunity to learn directly from accomplished alumni eager to share their expertise.

Workshops on Emerging Technologies and Project Management

Our commitment to career advancement included organizing two workshops, one focused on helping students succeed in Project Management (PMI) certification exams and another one focusing on Generative AI, exploring its applications across different industries and equipping participants with essential knowledge to leverage AI in their careers.

These initiatives are just a few examples of how GBSB Global continues to invest in the growth and success of its alumni, ensuring they remain connected and equipped for their professional development.

Alumni Reunion Event

The Alumni Reunion in May 2023 was a significant event that brought graduates together for a day of activities and meaningful connections. Held on May 23rd, the reunion featured exclusive visits to some of Barcelona's leading innovation hubs. The day kicked off with a visit to Tech Barcelona which is the leading innovation hub fostering entrepreneurship and collaboration within the tech ecosystem, followed by an insightful tour of Caixa Bank Innovation Hub. The event concluded with

a visit to Plastiks which is a green-tech company that verifies plastic recovery and recycling through blockchain technology. After a day of exploring cutting-edge technology and innovation, alumni had the opportunity to relax and socialize over drinks at La Terrassa de les Indianes, a beautiful terrace nearby. The evening culminated in a formal dinner at Brisa, where alumni gathered to reconnect, share memories, and network in a warm and inviting atmosphere. The reunion reinforced the importance of staying connected and highlighted the spirit of innovation that defines GBSB Global. Events like this emphasize the value of a global alumni community that supports and inspires each other in both professional and personal pursuits.

Alumni Chapters

We are thrilled to announce the successful establishment of both the Fashion Chapter and the Sports Chapter since last year, which will continue their operations in the upcoming year. Each chapter kicked off last year with an inaugural event that provided members with valuable insights from industry experts in their respective fields. As we move forward, both chapters are leveraging this community, with alumni members now leading initiatives and bringing fresh ideas that we hope to implement alongside our alumni services.

This year we are proud to see a newly created alumni chapter, the Marketing Chapter. The first event for this chapter took place in December 2024 bringing together graduates who wish to stay ahead of marketing trends.

Currently, we are also in the process of developing the Tourism/Hospitality Chapter, aiming to foster a vibrant networking community for our alumni across these diverse industries. Our aim is to curate a series of events that engage and involve our alumni, including networking sessions, collaborative ventures with industry stakeholders, guest speaker events, and interactive discussion forums.



G-Accelerator: The GBSB GLOBAL Entrepreneurship Center

GBSB Global is dedicated to shaping the next generation of professionals by equipping them with cutting-edge technology and unparalleled access to national and international entrepreneurial ecosystems.

Founded in 2018 at GBSB Global Business School's Barcelona campus, the G-Accelerator, the GBSB GLOBAL Entrepreneurship Center, was established to meet the rising demand from students eager to launch sustainable and socially responsible businesses. Rooted in the mission of our Career, Alumni, and Entrepreneurship Services and driven by the aspirations of our students, the center offers a diverse range of activities and services designed to inspire innovation, address challenges, and redefine the boundaries of modern entrepreneurship.



Our G-Accelerator Entrepreneurship Services:

One-to-one counselling sessions

The Entrepreneurship Center provides unlimited, free counseling sessions designed to empower students and alumni in identifying business opportunities and transforming ideas into actionable ventures. These sessions offer comprehensive support throughout the business ideation and development process, equipping participants with practical tools, tailored resources, and expert

guidance to evaluate progress and refine their strategies. By fostering ownership of their entrepreneurial journey, the center ensures that participants have the support needed to achieve their goals, from initial brainstorming to deliverable review and beyond.

Coaching and Business Development Support

Gain invaluable insights through free coaching sessions with industry experts, designed to thoroughly analyze business proposals, identify key needs and gaps, and offer tailored resources and personalized advice for each project. During these sessions, students and alumni can evaluate their business ideas through a comprehensive lens, exploring critical elements such as innovation, go-to-market strategies, business model validation, market positioning, funding opportunities, and strategic planning. Guided by experienced coaches, participants collaborate to craft a strategic roadmap for launching their ventures, ensuring a customized approach that addresses the unique challenges and opportunities of their business.





G-Accelerator Impact Call Program Barcelona

The G-Accelerator Impact Call Program is an initiative by GBSB Global Business School that supports students, alumni, and members of the entrepreneurial ecosystem in launching impactful ventures and startups. This 6-month pre-accelerator program is tailored to entrepreneurs with innovative and disruptive ideas who aspire to create socially, economically, and environmentally sustainable “Triple Impact Businesses” in Catalonia.

Participants receive comprehensive support throughout their entrepreneurial journey, from idea generation and market strategy development to business readiness and funding preparation. Over the course of the program, participants benefit from 230 hours of training and 280 hours of personalized mentorship, gaining practical insights and hands-on experience. They also have access to a network of accomplished professionals, entrepreneurs, and business leaders, connecting them to both local and international ecosystems. These resources are invaluable in helping participants refine their ideas, validate their business models, and prepare for market entry.

One of the program’s highlights is the financial support available to top projects, which are awarded up to €3,000 to fund additional mentorship and acceleration phases. This allows participants to tailor their strategies for market entry and ensures their ventures are equipped to scale effectively. By

the end of the program, participants are expected to have developed a comprehensive business plan, a validated prototype or MVP, and a clear resource and funding strategy for the next phase of their entrepreneurial journey.

The G-Accelerator Impact Call is open to all members of the entrepreneurial ecosystem, with a fast-track application process available to GBSB Global students and alumni. Participation is fully funded, thanks to the support of the Department d’Empresa i Treball of the Generalitat de Catalunya and the European Social Fund Plus. Strategic partnerships with institutions like UVic – UCC Universitat Central de Catalunya and The Institute of Social Innovation and Impact (ISSI) at the University of Northampton further strengthen the program by bringing world-class expertise to participants.

Since its launch in 2020, the program has received over 600 applications, supported 62 beneficiaries across 34 selected projects, and facilitated the creation of seven new legal entities. Many of these ventures have gained recognition, including being showcased at prestigious events such as the Generalitat de Catalunya and ACCIÓ stand at 4YFN during the Mobile World Congress. This remarkable achievement underscores the program’s impact in fostering innovation and sustainability within the entrepreneurial ecosystem.



G-Accelerator Program Malta

GBSB Global Business School is proud to announce the launch of the G-Accelerator Program in Malta, an exciting extension of our entrepreneurial initiative aimed at nurturing innovation and fostering sustainable business ventures. The program in Malta leverages local ecosystems to cultivate an entrepreneurial mindset while providing practical skills and resources to early-stage entrepreneurs and intrapreneurs. By focusing on enhancing the innovation capacity of higher education institutions, supporting startups, and encouraging corporate and SME innovation, the program contributes to a collaborative European network.

Key Goals of the Malta Initiative

Enhancing Innovation in HEIs: Equipping universities and higher education institutions with tools and methodologies to promote entrepreneurship and tech-driven solutions.

Supporting Entrepreneurs: Providing robust frameworks for early-stage entrepreneurs to develop market-ready ideas with significant social impact.

Creating Regional Innovation Hubs: Collaborating with regional authorities to establish localized ecosystems aligned with smart specialization strategies, fostering long-term partnerships between education, research, and business sectors.

By integrating cutting-edge approaches such as AI tools and promoting Open Innovation, the Malta edition of G-Accelerator is designed to address the challenges of a dynamic market while driving im-

pactful social and business change. This expansion represents a pivotal step in GBSB Global's mission to empower aspiring entrepreneurs and foster innovation across Europe.

The G-Accelerator program is a testament to GBSB Global's commitment to connecting academic excellence with entrepreneurial ambition, enabling students and graduates to transform their ideas into ventures that drive positive change in society.

Open Innovation Challenges

GBSB Global students and alumni have the exclusive opportunity to engage in Open Innovation Challenges, a key initiative of the G-Accelerator Entrepreneurship Center. This initiative allows participants to collaborate in open innovation processes with major companies, aligning their innovative ideas with corporate calls for innovation that match the goals of the G-Accelerator program. It's a unique chance to test and sharpen your entrepreneurial mindset while presenting your ideas to leading global companies—and potentially be selected to work with them on real-world projects.

With an extensive network of high-profile international partners and providers, GBSB Global offers its students and alumni the chance to tackle some of the most cutting-edge challenges in the world. Previous open innovation challenges have included industry giants such as Häagen-Dazs, Schneider Electric, Dassault Systèmes, Telanto, Bayer, and many others, providing an exceptional platform to connect with top companies and gain invaluable experience in the entrepreneurial world.

Alumni Employment Survey

Methodology

Each year, GBSB Global conducts a comprehensive survey of alumni to understand their post-graduation career paths. This year's report highlights the outcomes of the Class of 2022-2023, with data collected from an internal survey launched on the GBSB Global website in May 2024 and closed in September 2024. All graduates from the 2022-2023 academic year—including those completing Bachelor's, Master of Science, Master of Arts, and MBA programs in Barcelona, Madrid, Malta, and online—were invited to participate.

The survey was sent to 288 alumni on the first anniversary of their graduation and gathered insights on employment status, industry affiliations, job roles, income, and career progression. Follow-up reminders ensured maximum participation. Additional information from publicly accessible LinkedIn profiles complemented the data, while all responses were anonymized for reporting, aside from the testimonials presented in the "Alumni Insights" section.

This report captures the varied trajectories of our graduates, illustrating the impact of a GBSB Global education on career advancement and social mobility.



The Class of 2022-2023

Ready to Lead

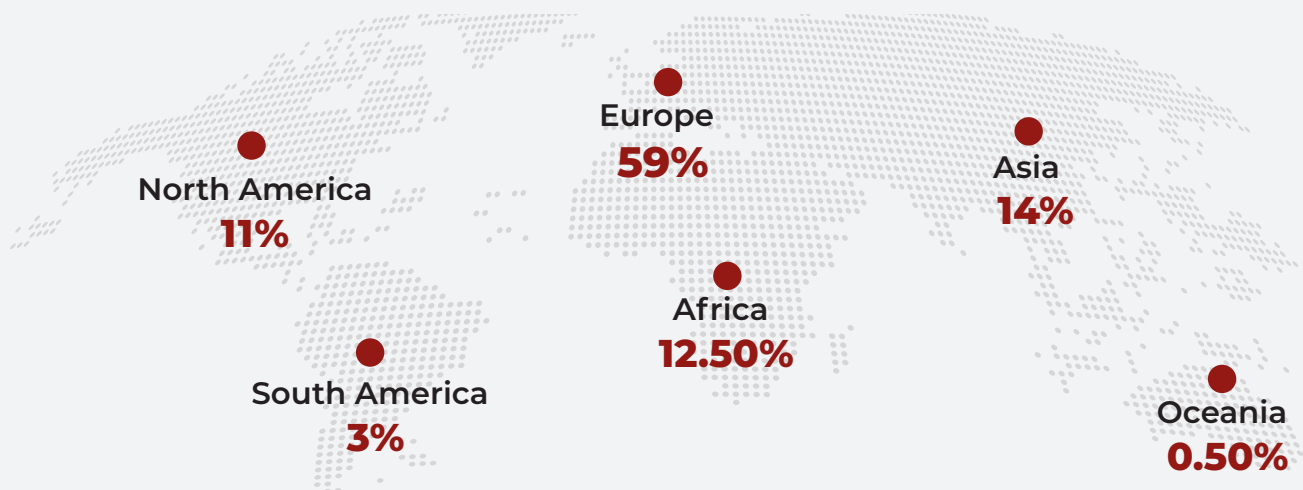
Graduate Profile

A total of 288 alumni graduated from GBSB Global in 2022-2023. Of these graduates, **87%** completed a master's degree, while **13%** earned a bachelor's degree. The cohort included representatives from **66 nationalities**.

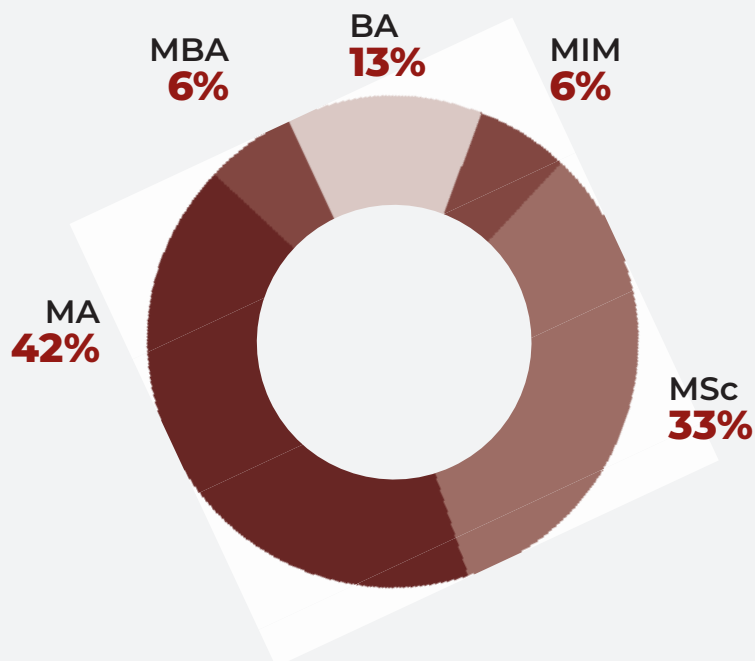
Gender

59% female
41% male

Continents



Undergraduate and Postgraduate Education

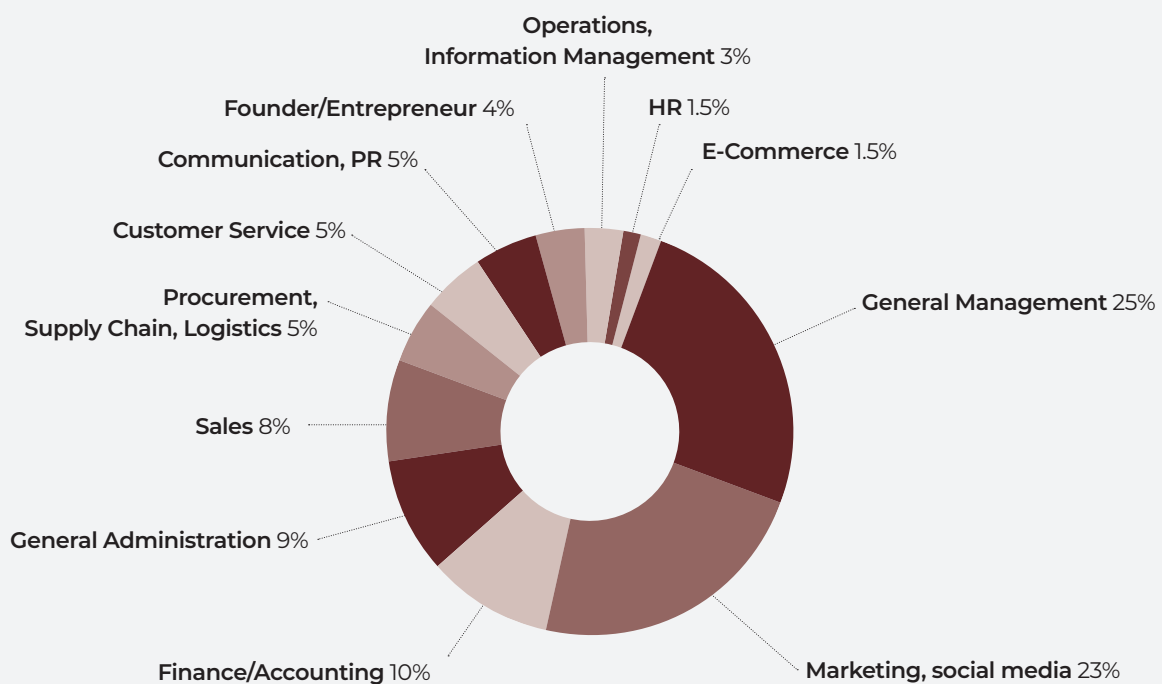


GBSB Global represents a unique opportunity for talented individuals to pursue their career goals.

Post Graduation Top Employment Industries

Advertising Services	IT Services & IT Consulting
Airlines & Aviation	Legal Services
Biotechnology Research	Marketing Services
Business Consulting & Services	Outsourcing & Offshoring Consulting
Education Management	Personal Care Product Manufacturing
Financial Services	Retail Apparel & Fashion
Food & Beverage Services	Software Development
Food & Beverage Manufacturing	Technology, Information & Internet
Hospitality	Sports Teams & Clubs
Hospitals & Health Care	Telecommunications
Internet Marketplace Platforms	Transportation, Logistics, Supply Chain & Storage

Functions and Departments



What do GBSB Global graduates do?

Job Roles Reported

Administration:

Global Coordination Consultant
Executive Assistant to EC Members
Office Manager
Personal Assistant to Chief Executive Officer
PMO Partner Coordinator
Reception Desk
Consultant
Junior Consultant
Junior Project Manager
Business Analyst
Continuous Improvement Coordinator
Continuous Improvement Specialist
Practice Development Assistant
Counter Manager
Regulatory Officer
Management Trainee
Director of Civic Infrastructure
Enterprise Center of Excellence

Education:

Teacher
Instructional Coach
Lecturer
External Instructor
CRM Education Manager
Director for Educational Services
Clinical Partnership Capability Manager

Sports:

Game Presenter
Soccer Referee
Sports Freelancer

Communication & PR:

Internal Communications Coordinator
PR Coordinator - USA Market
Public Relations Specialist
Communications Specialist
Communication Officer
Senior Communications Consultant
Marketing and Communication Innovation Officer
PR & Communications Assistant Manager
Employee Experience Communication Specialist

ERP Communications
Corporate Coordinator in Communications and Marketing
Senior Copywriter

Customer Service:

Business Class Cabin Crew
Cabin Crew
Reception Desk
Customer Service Agent
Guest Operations Specialist
Senior Customer Care Executive
Guest Services Agent
Customer Onboarding Coordinator
Client Growth Manager
Client Service Manager
CS Partner Specialist
Senior Waiter

E-Commerce:

Ecommerce Specialist
Junior Branding and E-Commerce
Digital Marketing/Account Manager
Junior Digital Marketing
Junior Account Manager

Finance and Accounting:

Accounting Manager
Associate/Treasurer
Business Intelligence and Finance
Finance/Taxes & Transfer Pricing
Financial Analyst
Financial Advisor
Financial Consultant
Financial Controller
Financial Controlling Analyst
Financial Functional Analyst
Financial Specialist
Insurance Accounting Analyst
Junior Auditor
M&A Senior Analyst
Revenue Analyst
Staff Accountant
Operational Accounts Manager
Liquidity Trader

General Management:

Managing Partner
Junior Regional Manager
Operations Manager
Operations Specialist
Production Control Team Leader
Project Manager
Project Management Consultant
Director of Civic Infrastructure
Sustainability Management Intern
Event Manager
Industry Solutions Specialist

HR:

HR Project Manager
People Development Intern
Talent Acquisition Specialist
DEIB Global Manager

Marketing:

Brand Marketing Specialist
Campaign Specialist Google Ads
Marketing Assistant
Marketing Executive
Marketing Manager
Marketing Coordinator
Marketing Assistant
Marketing Trainee
Junior Marketing Manager
Junior Marketing Specialist
Marketing Research
Marketing Strategy Trainee
OOH Marketing Activation Executive
Digital Marketing Specialist
Senior Content Marketing Manager
Partnerships & Media
Product Owner - Marketing
Junior Creative Specialist
Junior Digital Manager
Digital Media Senior
Senior Google Ads Account Manager

Social Media:

Social Media Manager
Content Creator
Content Management
Video Editor
Senior Social Media Officer

Operations:

Operations Manager
Operations Specialist
Process Transformation Lead
Business Process Solution Consultant
Business Process Solutions
Threat Intelligence Specialist
SAP HCM Implementation Consultant

Procurement, Supply Chain, Logistics:

Procurement Administrator
Procurement and Contracts
Supply Chain Coordinator
Logistics Planner
Purchasing and Logistics Manager
Senior Marine Logistics Specialist

Sales:

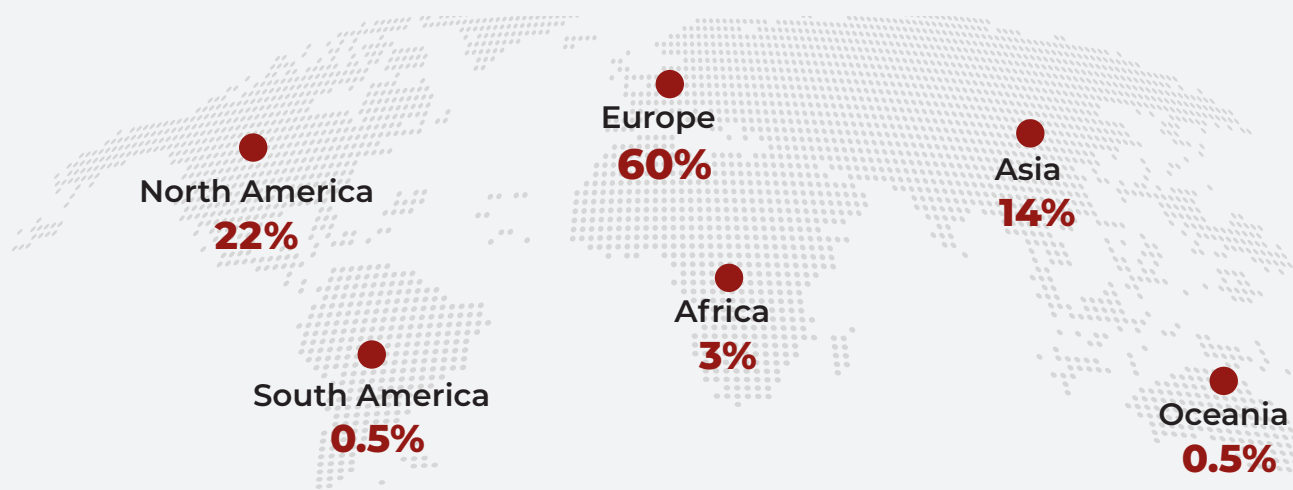
Export Sales Senior Manager
International Sales Executive
Junior Account Executive
Sales Ambassador and Customer Relations
Sales and Marketing Intern
Sales and Marketing Manager
Sales and Marketing Specialist
Sales Development Representative
Sales Executive
Senior Sales Development Representative
Senior Sales Executive
Senior Technical Sales Engineer
Wine Sales
Account Strategist
Senior Account Executive
Account Manager
MSE Account Manager BeneLux

Employment Report

Facts & Figures

Job Placement by Region

Our Class of 2022-2023 is currently working in 60 countries on the following continents. This analysis underscores the diverse global distribution of graduates in the workforce, reflecting potential opportunities for career growth.



COMPANY SIZE NUMBER OF EMPLOYEES	PERCENTAGE
-------------------------------------	------------

10,001+	26%
1,001-5,000	10%
5,001-10,000	5%
501-1,000	10%
201-500	7%
51-200	14%
11-50	16%
2-10	11%
0-1	1%

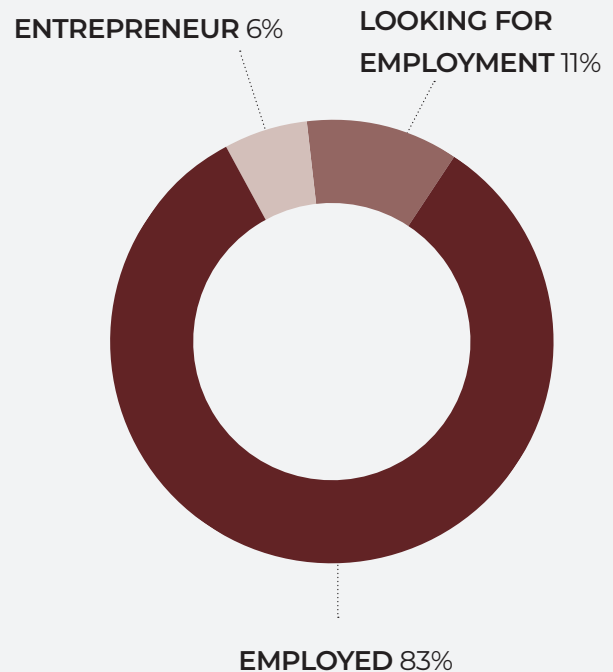
Organizational Types

GBSB Global graduates are employed across a diverse range of organizational types and sizes worldwide. **A significant majority (83%) of them cater to an international clientele, highlighting the global reach of their professional networks.** Moreover, a substantial portion (26%) secure positions in large organizations with +10,001 employees. These insights are derived from data provided by graduates who are currently employed, reflecting the broad and international scope of their career paths.

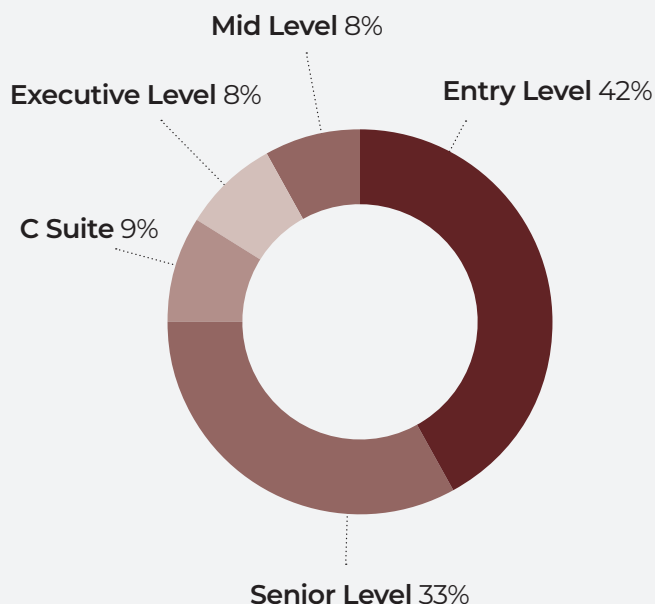
Professional Career and Employability

Employment Status

Year after year, GBSB Global proudly maintains its strong record of producing highly successful graduates who achieve exceptional career outcomes. Many of our entrepreneurial graduates are launching impactful business across a range of innovative and forward-thinking industries. They have established companies dedicated to innovation and wellness, business consulting services, and sustainable fashion marketplaces, each with a unique focus. These ventures span industries such as sustainable apparel and fashion, alternative medicine, and holistic healthcare, alongside internet marketplace platforms supporting fashion and sustainable brands. Others are driving change through non-profit organizations centered on social development and human rights or creating businesses within the sports and recreation sector.



Career Levels

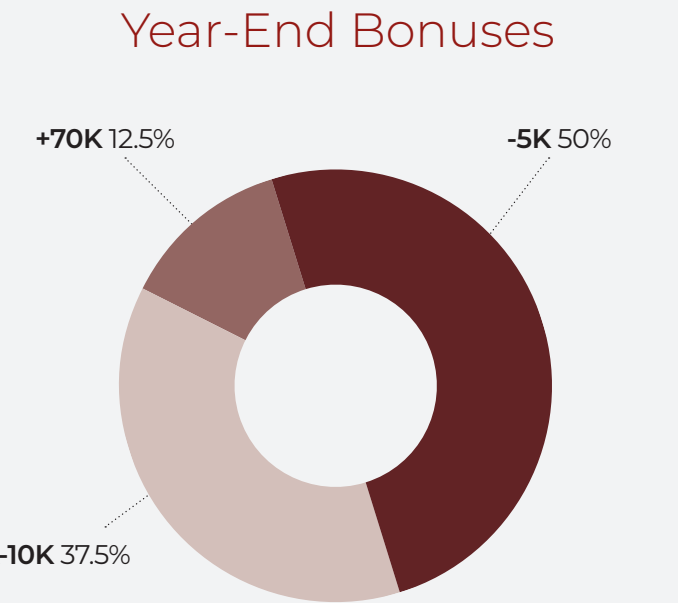
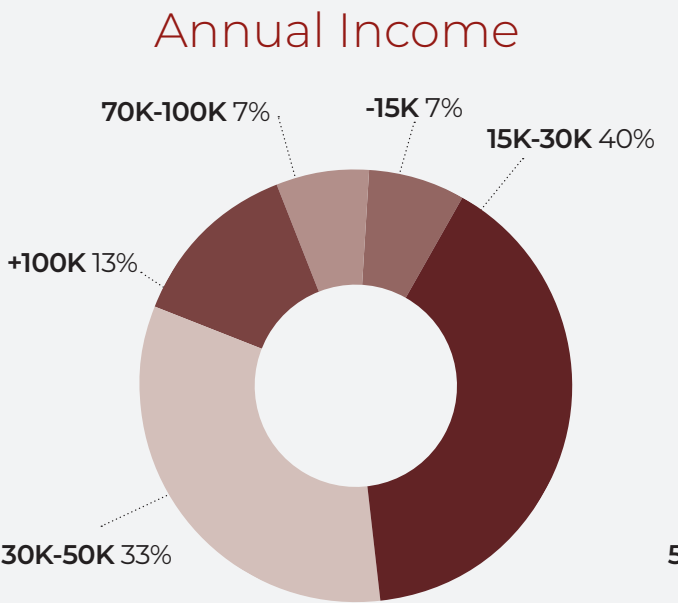


OF THE 89% WHO ARE EMPLOYED OR ENTREPRENEURS, MOST SECURED A JOB POST-GRADUATION AS FOLLOWS:

Before completing the program	28.29%
Within 3 months after graduation	26.34%
Within 6 months after graduation	12.68%
Within 9 months after graduation	9.27%
Within a month after graduation	15.61%
Within a year after graduation	7.81%

In the realm of salaries, GBSB Global is pleased to observe notable results among our respondents. Of those who provided data, **25% reported a salary increase of over 40% within their first-year post-graduation**, reflecting significant advancement. Additionally, 25% experienced a 10-20% increase, and 12.5% saw an increase of 20-40%,

showcasing a variety of financial progressions. Notably, 37.5% reported no change in their salary. **These figures highlight the varied career trajectories and financial achievements that GBSB Global graduates encounter as they launch their professional journeys.**



GBSB Global Career Impact

85% Have more autonomy and decision-making capacities as a result of the educational program.	92% Have experienced a significant impact on their career due to the GBSB Global diploma.	88% Are satisfied with their career progression following graduation.	83% Feel better equipped to perform their current job due to the GBSB Global diploma.
91% Improved their professional situation.	80% Have more responsibilities in their current job after obtaining their GBSB Global diploma.	81% Have reported that their current roles highly relate to their area of study at GBSB Global.	81% Have now more access to employment opportunities because of the GBSB Global diploma.

Top Recruiters and Employers

These are the companies who have employed graduates from the 2022-2023 class.
Companies who have employed more than one GBSB Global graduate are in bold.

COMPANY	EMPLOYEES	COMPANY	EMPLOYEES
ABBVIEABBVIE	10,001+	LABTWENTYTWO	11-50
ABT GROUP	501-1,000	LEBANESE FOOTBALL ASSOCIATION	51-200
ACOSTA	10,001+	LEELOO.AI	11-50
ADIDAS	10,001+	LEOPROEX	51-200
AFFIDEA GREECE	501-1,000	L'ORÉAL	10,001+
ALLISON WORLDWIDE	501-1,000	LUX FUX MEDIA GMBH	11-50
ASAHI EUROPE & INTERNATIONAL	10,001+	LUZERN ECOMMERCE	51-200
AXIOM GROUPE	51-200	MAD PAWS	201-500
AZIMUT	1,001-5,000	MAISTO E ASSOCIATI	51-200
BALTIC APPRENTICESHIP	51-200	MAMDA-MCMA	501-1,000
BEST BUY ADS	201-500	MARTELL CAPITAL PARTNERS	2-10
BIZAWAY	201-500	MATTEL EMEA	501-1,000
BLOWUP MEDIA	51-200	MÉDECINS SANS FRONTIÈRES (MSF)	10,001+
BLUEGROUND	501-1,000	MERIT	51-200
BMW GROUP	10,001+	MERRYWEATHER	2-10
BNB	51-200	MEWS	1,001-5,000
BNF BANK P.L.C	201-500	MODELMANAGEMENT.COM	11-50
BOBBI BROWN COSMETICS	1,001-5,000	MONDELÉZ INTERNATIONAL	10,001+
BOOKING.COM	10,001+	MONGODB	5,001-10,000
BREAKTHRU BEVERAGE	5,001-10,000	MOOV STUDIO	2-10
BULLSHARK	11-50	NICKEL MEDIA	2-10
CATALYST MARKETING AGENCY	11-50	NORTHERN TRUST CORPORATION	10,001+
CBR	11-50	NUAGE CONSULTING	11-50
CEIPES ETS	11-50	OOREDDO PALESTINE	501-1,000
CHEP	10,001+	PACTA	11-50
CLEAR EXPRESS SAS	11-50	PAGEGROUP	5,001-10,000
CLICK AND BOAT	51-200	PARALLEL HEALTH AND BEAUTY LTD	51-200
CLOETTA	1,001-5,000	PAYBACK	1,001-5,000
COCA COLA HELLENIC BOTTLING COMPANY	10,001+	PERISCOOP AGENCY	11-50
CODAFISH	11-50	PFC INTERNATIONAL	51-200
COMMIT GLOBAL	11-50	PHILIPS	10,001+
CROWDSTRIKE	5,001-10,000	PRISMA S.A	11-50
CYB3R OPERATIONS	11-50	PROMEDICA	51-200
DATABRICKS	5,001-10,000	PROZIS	501-1,000
DEACERO USA, INC	51-200	PSQ PRODUCTIONS	11-50
DEKOMTE DE TEMPLE IBERIA	2-10	PSYFIERS	2-10
DELOITTE	10,001+	PWC	5,001-10,000
DENTSU	10,001+	RADISSON HOTEL GROUP	10,001+
DIALES	201-500	RED BULL	10,001+
DOW	10,001+	RENDIA	2-10
EMIRATES	10,001+	REVOLVE	501-1,000
EMMA - THE SLEEP COMPANY	1,001-5,000	REWE FAR EAST LTD	51-200
ENABLE	501-1,000	RISKMEDIA INSURANCE BROKERS	11-50
ENECO EMOBILITY NEDERLAND	201-500	RITTERWALD	11-50
ENTERPRISE	10,001+	RITUALS	5,001-10,000
ESLSCA UNIVERSITY	51-200	RITZ CARLTON -MARRIOTT	201-500
EVOLUTION	10,001+	ROCHE	10,001+
EXCALIBUR CAPITAL	11-50	ROYAL INGREDIENTS GROUP	51-200
FACTORIAL	501-1,000	RSM EBNER STOLZ	1,001-5,000
FAR EASTERN UNIVERSITY	1,001-5,000	SAMSUNG ELECTRONICS	10,001+
FATRA	2-10	SAN AGROW	11-50
FENERS	2-10	SAP	10,001+
FIFA	501-1,000	SHUTTLE ROCK	201-500
FINCITE - WEALTH MANAGEMENT SOFTWARE	51-200	SITA	1,001-5,000
FIVERR	501-1,000	SMADEX	501-1,000
FOUNDEVER	10,001+	STAKELOGIC LIVE	201-500
FUTURE HEALTH BIOBANK	51-200	STRADA	5,001-10,000
GARTNER	10,001+	T&A OILVY	51-200
GEORGIA-PACIFIC LLC	10,001+	TALENT GARDEN	51-200
GHAINT PUNJAB	11-50	TANTE-E	11-50
GOOGLE	10,001+	TCV	2-10
GR8 TECH	501-1,000	TELEPERFORMANCE	10,001+
GREENBERG TRAUIG	1,001-5,000	TELUS INTERNATIONAL AI DATA SOLUTIONS	10,001+
HAVAS MEDIA NETWORK	5,001-10,000	TEN31 BANK AG	11-50
HEROES & HEROINES	11-50	THE BICESER COLLECTION	1,001-5,000
HOLCIM	10,001+	THE ENGLISH PLAYGROUP & PRIMARY GROUP	
HOLISTARX	2-10	EDUCATIONA.CO.	1,001-5,000
HOZHO	0-1	THE GROUP	501-1,000
IATA	1,001-5,000	THOMAS MORE UNIVERSITY	1,001-5,000
IFRC	1,001-5,000	TIMETOACT GROUP	1,001-5,000
IKIGAI SCUBA	0-1	TOP DOCTORS	201-500
INDEGATE CONSULTING	11-50	TREAS	2-10
INSOLANCE	2-10	TRIBE, INC.	2-10
JACARANDA MARKETING S.L	11-50	UNDP	201-500
JACOBS DOUWE EGBERTS	10,001+	UNITED NATIONS	10,001+
JEWELKITPRO	2-10	UPS HEALTHCARE	5,001-10,000
JHPIEGO	1,001-5,000	VALEO	10,001+
JUMEIRAH HOTELS & RESORTS	10,001+	VARNER SUPPLY AB	201-500
K.B KRULOCK BOS	2-10	VICO SARL	51-200
KELLANOVA	10,001+	VON DER HEYDEN HUMAN CAPITAL	11-50
KEYENCE CORPORATION	10,001+	WWP GROUP	51-200
KNS INTERNATIONAL COMPANY	11-50	YANDEX PRACTICUM	501-1,000
KPMG	10,001+	ZAIN JORDAN	1,001-5,000
LABELLOV	2-10	ZAYO GROUP	1,001-5,000
		ZIMMERMAN ADVERTISING	501-1,000 EMPLOYEES

Internships Leading to full time jobs

The two testimonials below illustrate the profound impact of GBSB Global's career services on students' career trajectories. Both Kristina and Hanna's experiences underscore our commitment to providing comprehensive career support that leads to real-world success. Through personalized career counseling, access to valuable internship opportunities, and targeted workshops, they secured internships that aligned with their professional goals.

Notably, these internships paved the way for full-time roles: **Kristina transitioned into a permanent position following her career fair discovery, and Hanna's internship directly evolved into her role at Wegrow.** Their stories are testaments to GBSB Global's dedication to empowering students with the skills and connections needed to thrive in competitive industries worldwide.



Testimonials



Kristina Abraimova

MSC DIGITAL MARKETING AND
E-COMMERCE / BARCELON CAMPUS
GRADUATION YEAR JULY 2024

Can you share your journey moving from your home country to Barcelona? What motivated you to make this transition, and how did you prepare for it?

I decided to study in Barcelona quite by accident. It was a spontaneous decision, but I am glad I made it. The process of managing all the necessary documents for entry and relocation was not too difficult. It took me about three months to obtain the visa and make the move to this incredible city.

What led you to select GBSB Global for your studies? What aspects of the institution appealed to you the most?

I applied to international universities through an agency, requesting information about specific countries. One of the universities they recommended was GBSB Global. I was particularly drawn to the Digital Marketing & E-commerce program due to its compelling courses. I chose this program because I believed it would provide the most valuable learning experience.

How has your experience at GBSB Global contributed to your professional growth?

Some professors provided invaluable insights into marketing, which I am now able to apply in my current job. The case studies from each class were engaging and encouraged me to think more deeply about various topics.

Can you share how both your academic and personal experiences at GBSB Global have prepared you for opportunities in Barcelona?

During GBSB's career events, I met many industry professionals who presented significant opportunities for the future. On a personal level, I have learned to think more critically and generate new ideas quickly.

How did you secure your internship with GBSB Global's assistance, and what specific resources or support did career services provide that were particularly helpful?

The career services provided an extensive list of impressive internship opportunities. Although it was challenging to find a position that did not require Spanish (as I do not speak the language), there were still some options available. I discovered my future employer at the annual career fair, passed the interview successfully, and was hired after completing the selection process.

“The career services provided an extensive list of impressive internship opportunities.”

Can you provide some insights into your internship role? What were your responsibilities, and what skills did you develop during that time?

During my internship at 123compare.me, I worked as a business assistant. I supported my colleagues with various tasks, including coding for the website and creating different designs. I conducted analyses to inform marketing strategies and managed email retargeting campaigns.

The most valuable skill I gained was the ability to work collaboratively in an international environment, which is different from my experience in my home country -Russia. Additionally, I enhanced my communication and marketing skills, transitioning from my previous work as an auditor to a more creative role.

Can you explain how the job offer for a full-time position came about? What was the process like, and what role did your experiences at GBSB Global play in securing this offer?

The job offer came from the company where I completed my internship. It was a result of my successful performance during that period. Immediately after the internship, I began working full-time.

How do you feel this position will contribute to your career advancement?

This role has greatly contributed to my professional growth by allowing me to manage multiple tasks simultaneously. I have improved my communication skills and learned how to use various tools for design and automation. The experience has made me adaptable and prepared for new challenges within the company.

Reflecting on your journey, how do you see this role shaping your future career path? What are your long-term career goals?

At the moment, I do not have specific long-term career goals. My focus is on learning as much as possible about my current role and making meaningful contributions to the company.

What specific skills or experiences do you hope to gain in your new role that will help you achieve these goals?

I aim to gain comprehensive knowledge of SEO and start implementing it within the company.

In your opinion, what sets GBSB Global apart in terms of its support for students, especially during international transitions like yours?

The technical support and assistance from the registration office were invaluable. I received prompt responses, and I had no issues when starting my studies.

Do you have any examples of how faculty or career services helped you during your time at GBSB Global?

Yes, last August I needed a document confirming the completion of my studies by the end of September. Thanks to Georgia Nirou, the Career and Alumni Coordinator at GBSB Global, I received this document in time to apply for my work permit. The registration office consistently provided any necessary documentation promptly.

What advice would you give to current students or prospective students considering GBSB Global as their educational institution?

Attend all your classes, as they are genuinely engaging and provide valuable insights you may not find elsewhere. Some professors also invite guest speakers from leading companies who share their career experiences. It is inspiring to learn how these professionals reached top positions in their respective fields.



Hanaa Boumanzah

BBA – GENERAL MANAGEMENT
BARCELONA CAMPUS
COUNTRY OF ORIGIN: MOROCCO
GRADUATION YEAR JULY 2024

“The program was a real eye-opener. Being part of such a diverse environment gave me a broader perspective on the world.”

Can you share an overview of your current role and the industry you operate in?

I am currently working in Sales/Business Development at Wegrow, based in Spain. I have been with the company for a year, where I connect with senior stakeholders and decision makers across various industries, including major pharmaceutical companies and leaders in the FMCG sector. My role focuses on building relationships and uncovering new business opportunities.

In what ways do you feel the program you completed at GBSB Global prepared you for success in your current career?

The BBA in General Management prepared me to thrive in a dynamic, high-stakes environment like sales business development. The program's blend of theoretical knowledge and practical applications gave me a solid understanding of various business functions—marketing, strategy, and operations—essential for coordinating across departments. The emphasis on teamwork and real-world scenarios also sharpened my communication skills, allowing me to engage effectively with high-ranking professionals and adapt swiftly to diverse industry demands.

Were there specific courses or subjects within the program that significantly impacted your job responsibilities?

Courses on leadership, sales strategy, marketing, and effective communication were pivotal. The program provided actionable insights into market analysis and sales tactics, enabling me to identify and connect with diverse clients effectively. Practical exercises in negotiation refined my ability to engage senior-level executives confidently, building rapport and aligning discussions with strategic business goals.

How did your studies help you to develop practical skills that you have applied directly in your job?

The program's emphasis on applied problem-solving and collaboration equipped me to navigate complex client needs in business development. Working on diverse projects, I learned to adapt my approach based on different industries and personalities, which has been crucial when engaging with C-level stakeholders. This experience prepared me to handle varied challenges with resilience and strategic insight, essential for success in my role.

Did you have opportunities for hands-on experiences, such as internships or projects, during your studies? How did these experiences contribute to your readiness for the workforce?

Yes, my program of study entailed a curricular internship. In fact, my full-time job at Wegrow is an extension of the internship I carried out during my academic studies. The job offer was an extension of my contribution to the company as an intern. GBSB Global emphasized hands-on learning through various projects that mirrored real-world scenarios. This practical exposure was instrumental in honing my adaptability and client engagement skills.

What resources, such as career counseling, workshops/webinars, or internship support, did GBSB Global provide that helped you secure your current position or improve your employability skills?

Career Services at GBSB Global offered extensive career support, from personalized career counseling to industry-specific workshops that enhanced my professional skills. The Career counseling sessions helped me refine my resume and LinkedIn profile, making me more appealing to potential employers.

Reflecting on your journey, what advice would you give to current students who are about to graduate and enter the workforce?

My advice is to actively engage with the resources offered by GBSB Global and approach each opportunity with an open mind. Building connections with peers and faculty can lead to unexpected opportunities, so network intentionally. Also, tailor your job search to roles that align with your strengths and interests, as this makes the transition into the workforce smoother and more fulfilling.

Beyond career skills, how did the program contribute to your personal growth?

The program was a real eye-opener. Being part of such a diverse environment at GBSB Global taught me adaptability and gave me a broader perspective on the world. This experience has equipped me to face new challenges with confidence, both in my career and personal life.



Alumni Insights: Voices Beyond Numbers

Behind our Employment Report numbers are the unique stories of each of our graduates. They are focused not only on how GBSB Global prepared them to enter a highly competitive workforce **but also share their success stories and help inspire prospective students to join GBSB Global.**





Melvis Lu-uh KIMBI

MA IN COMMUNICATION AND FUTURE

MARKETING / BARCELONA/ONLINE

CAMPUS / COUNTRY OF ORIGIN:

CAMEROON / GRADUATION YEAR

JULY 2023

*“Put your skills to work,
because you can only
master your craft better
through practice.”*

What is the name of the company you are currently working for and where it is based?

United Nations (specifically the United Nations Population Fund). Madagascar (Also covering the Islands of Mauritius, Seychelles, and Comoros)

Briefly provide a brief overview of your current role (job title) and the industry you operate in, including how long you have been with the company

I am Strategic Communication Officer at UNFPA, which is the United Nations sexual and reproductive health agency, since October 2021. I work for the UNFPA country office in Madagascar, also covering Mauritius, Comoros, and Seychelles. Briefly put, my job entails managing internal and external communications activities, public and media relations as well as social media.

In what ways do you feel the program you completed at GBSB Global prepared you for success in your current career?

Well, I was already working when I registered for this programme, though I was just moving from one UN agency to another. I wanted to be able to bring in something new, something different in

the way I work, to be more innovative, and this programme seemed best suited.

Were there specific courses or subjects within the program that significantly impacted your job responsibilities? Please share examples of how the knowledge or skills gained have proven beneficial in your work.

First off, working in teams with students from different career backgrounds and institutions, mostly the private sector, was very insightful. At the UN, we work with many partners, and seeing things from others' perspectives greatly enhances how I approach our different partners in my work.

How did your studies help you to develop practical skills that you have applied directly in your job?

It was more of skills sharpening, and I enjoyed the teamwork especially. Since COVID-19, a great part of our work has shifted to online, and studying with peers from different time zones only reinforced our ability to collaborate, set meaningful boundaries, and better embrace virtual tools for carrying out our assignments and group projects.

Did you have opportunities for hands-on



experiences, such as internships or projects, during your studies? How did these experiences contribute to your readiness for the workforce?

Career opportunities were offered, but since I was already working while studying, I continued to apply the knowledge and skills gained in my day-to-day activities.

What resources, such as career counseling, workshops/webinars, or internship support, did GBSB Global provide that helped you secure your current position or improve your employability skills?

As earlier mentioned, I was already working. Nonetheless, I am really impressed with the networking and career counseling workshops and webinars offered frequently by GBSB Global to graduating students/Alumni. If I were not already working, I am sure this would have definitely placed me at an advantage in getting a job.

Reflecting on your journey, what advice would you give to current students who are about to graduate and enter the workforce? Are there specific strategies or mindsets that you found effective?

Networking! Do not underestimate the power of

networking to help you better navigate the job market. Put your skills to work, don't sit on your skills and knowledge gained upon graduation, because you can only master your craft better through practice. We are in a generation of technology and innovation, and GBSB Global has done an excellent job of making virtual tools readily available to students. Make sure you master them, because they do not only reflect the new work culture in the real world but prepare you for the job market of the future.

Beyond career skills, how did the program contribute to your personal growth?

I'd say it greatly improved my time and people management skills as well as leadership skills, just to mention these.

Is there anything else you would like to share about your career journey or how the program has influenced your success?

I recently graduated, and the journey is just beginning. I am sure this will play a great part in my career growth.



Robin Bos

MA IN COMMUNICATION AND FUTURE
MARKETING / ONLINE CAMPUS
COUNTRY OF ORIGIN: NETHERLANDS
GRADUATION YEAR APRIL 2023

Briefly provide a brief overview of your current role (job title) and the industry you operate in, including how long you have been with the company

I am the Owner and Founder K.B Consultancy which is based in Spain, specializing in AI and Automation. The consultancy has been in operation for 3 months. As the founder, I oversee every aspect of the business, including sales, marketing, recruitment, admin and finance. I wear a lot of hats!

Were there specific courses or subjects within the program that significantly impacted your job responsibilities? Please share examples of how the knowledge or skills gained have proven beneficial in your work.

The Project Management course provided a comprehensive view of essential for a business owner. Neuromarketing personally sparked my continued interest and development in that field.

How did your studies help you to develop practical skills that you have applied directly in your job?

While some course content revisited familiar topics, the program offered deeper, practical insights into areas such as social media, content creation, and analytics, which I have directly applied to my business.

Did you have opportunities for hands-on experiences, such as internships or projects, during your studies? How did these experiences contribute to

your readiness for the workforce?

During the first trimester of my M.A., I was head-hunted for a role at a recruitment company in Malaga. Balancing my career and academic commitments limited my participation in extracurricular activities but added real-world experience.

What resources, such as career counseling, workshops/webinars, or internship support, did GBSB Global provide that helped you secure your current position or improve your employability skills?

I did not use any of the services, but that can be directly connected to the fact that I was already employed and had an immense growth potential with my employer at the time.

Reflecting on your journey, what advice would you give to current students who are about to graduate and enter the workforce? Are there specific strategies or mindsets that you found effective?

Network is everything. The value of who you know will always outweigh the value of what you know. This is something I feel should become even more evident in education, as GBSB has great potential to create global networks.

Beyond career skills, how did the program contribute to your personal growth?

I was outside my comfort zone very often, due to me being one of the younger students in my course. I have a strong leadership personality, so "leading" people who were far more experienced was a great experience for me!

Is there anything else you would like to share about your career journey or how the program has influenced your success?

The flexibility GBSB Global provides allowed me to effectively balance my schedule, facilitating significant career advancement during my studies.

“Young people should realize that their different perspectives are an important asset to the company”.



Gaia Deliso

MA IN COMMUNICATION AND FUTURE
MARKETING / BARCELONA CAMPUS
COUNTRY OF ORIGIN: ITALY
GRADUATION YEAR JULY 2024

Briefly provide a brief overview of your current role (job title) and the industry you operate in, including how long you have been with the company

I am now the Digital Marketing Officer of ELEM Biotech, operating in the marketing department in Spain. I started working in ELEM in January 2024, but until July 2024 I was doing an internship; since 15 July, I have a different position.

In what ways do you feel the program you completed at GBSB Global prepared you for success in your current career?

I believe the program was really complete, overall. My tasks concern mainly Social Media management, Website management, Digital Marketing Strategy, and content writing. I can easily think about a course for each of these tasks. Although not every course and teacher gave me insights that I didn't know, the program was for sure complete, touching the main aspects that need to be learned in this sector.

Were there specific courses or subjects within the program that significantly impacted your job responsibilities? Please share examples of how the knowledge or skills gained have proven beneficial in your work.

Some courses have proven to be really useful for my current job. For example, the digital marke-

ting course with Eva Gunderman gave me practical and specific skills, such as SEO and Google ad strategies, that I am now implementing in ELEM's digital marketing strategy. Also, the courses of Antonio Louro, both the Agile fundamentals and Marketing of Innovations, gave me some important insights. The first one made me reflect on some important aspects to consider when looking for a new opportunity, such as the company's way of managing tasks (which should be agile) and employers in general. I took Marketing of Innovations while I was just starting in ELEM, which is a Biotech startup selling really niche and innovative technology, so more than once I felt that Antonio's classes were tailor-made for me. In general, I found it valuable to have the chance to learn marketing strategies applied to tech/innovative products.

How did your studies help you to develop practical skills that you have applied directly in your job?

For sure, something that helped was the chance to actually use some tools that are important to know and use in Marketing. It was good to not only learn about those tools technically but also to have the chance to use them and understand better their potential. Another thing that I feel I improved a lot during this year is my confidence in speaking in public, as for each course, we had to present our projects in front of the class. I already had some skills, but I felt I improved a lot. Also, I had the chance to improve my writing skills, as I already knew I liked to write, but many times I received good advice and corrections that enriched my way of communicating.

Did you have opportunities for hands-on experiences, such as internships or projects, during your studies? How did these experiences contribute to your readiness for the workforce?

I started at GBSB while doing an internship in a pharmaceutical company (in marketing). Thanks to a GBSB connection and the career fair, I got in touch with ELEM, having the chance to start an internship there, a much better and more serious

experience.

Reflecting on your journey, what advice would you give to current students who are about to graduate and enter the workforce? Are there specific strategies or mindsets that you found effective?

I would tell them to believe in their value and never underestimate the knowledge they have. As we enter the workforce, we have to learn almost everything, even managing the multiple tasks we're given. It is important to be open to learning and listening to those with more experience than us. But at the same time, young people should realize that their different perspectives are an important "asset" to the company. You'll have some insights that may seem obvious to you but might not be so for people who have worked for years in this field and may be less aware of new tools and ideas. So... Don't be afraid to share your opinion!

Beyond career skills, how did the program contribute to your personal growth?

I was really lucky for the people I met. I'm speaking mainly about the other graduates, who became not only a close group of friends but almost a family. Knowing teachers and people from different countries with their different habits and cultures deeply impacted me and made me reflect a lot.

Is there anything else you would like to share about your career journey or how the program has influenced your success?

I think it made a difference to have classes of 15-20 people and to have teachers who encouraged participation. I've never been the type to always answer the teacher's questions during lessons, but in some classes, I felt really motivated to do so, and it felt like a really active way of learning. We often created good brainstorming sessions with my classmates. For sure, the positive atmosphere of the class impacted me a lot.



G - Accelerator

Resident's Interview.





Akanksha Dasari

FOUNDER, CEO OF HOLISTARX MBA
ENTREPRENEURSHIP COUNTRY OF
ORIGIN: USA GRADUATION YEAR:
MARCH 2023

Please introduce yourself, and let us know what brought you to GBSB Global?

My name is Akanksha Dasari and I am from the United States! I came to Barcelona in 2022 for my MBA - Entrepreneurship. I previously studied pre-medicine during my bachelor's and then decided I wanted to learn more about business for my masters. I completed my Master of Business Administration at GBSB in 2023, specializing in Entrepreneurship. This was a great opportunity for me to lay a foundation in business, as I had never taken a business class before! This degree allowed me to actually jump start a second career path, which I am working in currently.

How did you come across G-Accelerator Impact Call Program, and what made you join it?

During my MBA studies, I had a lot of ideas and during my thesis I started to formulate a business plan that I wanted to bring to real life. Seeing that my university had a startup-accelerator program, I applied! I talked to students who had done the program before, and they had given me very positive reviews. I thought to myself why not apply and see where it takes us! When I was accepted to the startup program, it gave me a lot of confidence as well as a solid support system for all the ups and downs of entrepreneurship.

What was the G-Accelerator journey like?

It was very busy! We had classes every day in the evening. Shortly after it started, I had to move back

to the US where I was working a full-time job and attending the classes virtually from my office desk. I loved how specific the courses were and how I could apply it to my business idea and get feedback and support from all the mentors and instructors. It wasn't just "theoretical" anymore, it felt a lot more "real world" and I got to put the theory into action. That was my favorite part. I felt like what I was learning and doing had so much more meaning, and I really enjoyed seeing my experiments come to life in the real world.

Please give a brief description of your business. How was the project born?

HolistaRX is a subscription-based telehealth platform for holistic healthcare services. So, with one subscription you can meet with a therapist, a life coach, a relationship coach, and even specialized nutritionists and health coaches! Our aim is to cover all the bases of potential root causes that arise in the mind, body, and spirit. My background is in healthcare/medicine and our project was born from my frustration of the traditional healthcare system and how it doesn't solve the root cause. We tend to employ a very symptomatic approach in the western world, and I want to start helping others make their lives healthier by solving what's really causing them dis-ease.

How has G-Accelerator helped you through the process?

In so many ways! First of all, it was really nice to have a cohort and work with other peer entrepreneurs and grow together. I think having this support system of peers who are also dedicated to growing their business is really nice. Second, the mentors provided by G-Accelerator are really helpful! They are all so well-versed and experienced and so it's very nice to be able to bounce your thoughts off of them. Last but not least, and maybe most importantly, the support of Alessia and Xavier. Even after the program ended, they keep you in their alumni network and are looking for ways and opportunities to help you! They might

be the best part of G-Accelerator... having mentors who genuinely care and will make the effort to help you when you need it.

What is your company's mission?

Our mission is to show people a holistic approach beyond the traditional healthcare system. We want people to explore different options and hope that they take charge of their own health to find what works for them.

What are the next steps of your project?

This summer we created a beta version and launched it. So, our next step is to create a more official version of our platform and launch it for the public! Our hopeful launch date is early 2025 :D

Do you feel that the G-Accelerator Impact Call program helped you develop as an entrepreneur?

Definitely! Being around other entrepreneurs who are about at the same level as you are really nice, because you have more realistic expectations of what this journey looks like!



Paola Pedercini

FOUNDER OF SOWELL MSC DIGITAL
MARKETING AND E-COMMERCE
COUNTRY OF ORIGIN: ITALY GRADUA-
TION YEAR: MARCH 2024

Please introduce yourself, and let us know what brought you to GBSB Global?

My name is Paola; I'm from Italy, passionate about travel, and specialized in branding, marketing, and communications. Over my career, I've worked for major companies in Italy and abroad, and recently, I've become freelance to offer my skills independently. I started looking for a master's program aligned with my professional goals. Attracted by excellent reviews, I moved to Barcelona to attend GBSB Global.

How did you come across G-Accelerator Impact Call Program, and what made you join it?

The G-Accelerator program was a crucial element in the research phase, as I was looking for a master's and above all a program that integrated support for launching my own business.

What was the G-Accelerator journey like?

The program has been both demanding and inspiring. Participating requires complete dedication, almost like a full-time job. The team spirit and collective drive for success are pushing us forward with SoWell, a project focused on bringing wellness to today's fast-paced world.

Please give a brief description of your business. How was the project born?

Sowell was originally conceived by one of our founders, Alessandro, a former professional athlete and personal trainer, who saw a gap in the wellness

market, a lack of a holistic app that supports individuals as a whole person. Sowell aims to fill this gap, offering an integrated experience that nurtures body, mind, and spirit in one platform.

How has G-Accelerator helped you through the process?

The program has provided us with the tools and expertise to bring our startup to life in Spain. Over six months, we covered essential topics that helped us create a roadmap and establish a solid foundation for our project, with an emphasis on today's business requirements.

What is your company mission?

SoWell is an all-in-one app offering expert content, live classes, and virtual consultations tailored to individual needs, promoting a holistic approach to wellness. Our mission aims to provide certified professionals with marketing support to expand their client base, and to offer end-users advice and resources for achieving wellbeing in daily life. By combining expert content from nutritionists and psychologists with fitness programs, SoWell will provide a comprehensive digital service for individuals committed to their health. We believe everyone deserves the opportunity to live a healthy, fulfilling life, and we are committed to making comprehensive wellness accessible to all. SoWell envisions a future where well-being knows no barriers.

What are the next steps of your project?

Our next step is to present the project to interested investors eager to bring this new holistic platform to life. Thanks to the program, we have a well-structured business plan that fully highlights our mission. We will also initiate an awareness and inclusion campaign, collaborating monthly with charity organizations.

Did the G-Accelerator Impact Call program help you develop as an entrepreneur?

Absolutely. The training sessions have been essential in helping us understand entrepreneurial processes. One key insight was recognizing that creating a business is much more than a job. It's a unique path that isn't suitable for everyone. I'm especially grateful to Alessia, Xavier, our lecturers, and our mentor Elena for guiding us through this transformative journey.



Elvira Urrakhim

BLEND AND BLOOM MA FASHION AND
LUXURY BUSINESS MANAGEMENT
COUNTRY OF ORIGIN: RUSSIA
GRADUATION YEAR: MARCH 2025

Please introduce yourself, and let us know what brought you to GBSB Global?

My name is Elvira, and I am from Russia. I hold a BA in International Business and Business Administration and have professional experience in public relations and marketing. During my university studies, I chose Spanish as my second foreign language. Over the years, I traveled extensively to Spain for vacations, visiting cities such as Barcelona, Madrid, Sevilla, Marbella, Palma de Mallorca, Ibiza, and San Sebastian.

Living in Spain has always been a dream of mine. Pursuing higher education offered the easiest path to make this dream a reality, which led me to my current studies at GBSB Global School in Barcelona. I am enrolled in the Master's program in Fashion and Luxury Business Management because I find inspiration in the worlds of fashion, luxury, and beauty.



How did you come across G-Accelerator Impact Call Program, and what made you join it?

One day, I received an email inviting me to apply for the G-Accelerator Impact Call Program, which was open to individuals who already had a business or just a business idea in mind. At the time, I had recently completed my first semester, which included a project management course where I developed and presented several business ideas. Encouraged by this, I decided to take one of those ideas and submit it to the G-Accelerator program

What was the G-Accelerator journey like?

First of all, time has flown by so quickly! I can't believe how much I've learned in just six months. Alongside my Master's program, it feels like I've

completed an MBA – and it's been at no extra cost! I've had the incredible opportunity to meet inspiring entrepreneurs and professionals from diverse industries and countries, build a strong network, and participate in enriching courses.

The program covered everything from market testing to developing business and financial plans, understanding legal frameworks, exploring funding opportunities, and mastering investor pitching. It's been an invaluable experience that has equipped me with practical tools and insights for my entrepreneurial journey.

Please give a brief description of your business. How was the project born?

Blend & Bloom offers innovative, automated vending machines for B2B clients, capable of produ-

cing a diverse range of healthy drinks in under one minute while minimizing staff overheads and waste. As someone passionate about healthy food and drinks, I've always believed in the strong connection between nutrition, well-being, and beauty. Whenever I visited the beach, I dreamt of enjoying a new smoothie or a fresh juice mix each time. However, I noticed that most chiringuitos (beach bars) only served limited options — typically a single type of fresh juice, like orange, or a fruit juice of the day. While a few offered slightly more variety, the overall diversity was lacking. With support from the G-Accelerator Impact Call Program, we refined this idea and realized that healthy drinks should be accessible everywhere. Beyond beaches, these beverages could enhance experiences in locations such as schools and universities, student residences, colivings, hotels, restaurants, cafes, bars, business centers, shops, shopping malls, gyms, healthcare facilities, and airports. Blend & Bloom is committed to bridging this gap, providing businesses with an efficient, eco-friendly solution to meet growing consumer demand for fresh and nutritious options.

How has G-Accelerator helped you through the process?

Initially, I had just a business idea. Through the support of the G-Accelerator Impact Call Program, I transformed that idea into a fully developed project, complete with a comprehensive business plan. The project is centered around the principles of Triple Impact in Catalonia and is aligned with the UN Sustainable Development Goals (SDGs), focusing on sustainability, innovation, and social responsibility.

This program has been an extraordinary opportunity for growth, providing access to expert training, invaluable mentorship, and networking with a vibrant community of passionate professionals. Throughout the process, my mentor played a pivotal role in guiding me, offering insights that helped refine my vision and shape a strong, actionable strategy.

The experience has not only helped me develop a viable business model but has also equipped me with the tools and confidence to pursue my entrepreneurial goals with clarity and purpose.

What is your company's mission?

Blend & Bloom's mission is to empower businesses to provide healthy, convenient, and customizable beverage options to their customers. We strive to enhance operational efficiency, boost revenues, and promote sustainability through innovative and eco-friendly solutions.

What are the next steps of your project?

To transform the beverage industry in Spain by introducing innovative, sustainable, and customer-focused solutions.

Did the G-Accelerator Impact Call program help you develop as an entrepreneur?

Of course! Without this program, I might not have even considered pursuing entrepreneurship, or it would have taken me much longer. Thank you, G-Accelerator, for believing in my idea and for your continuous support!

“Alongside my Master's program, it feels like I've completed an MBA at no extra cost!”



**Viktoria
Patapeika**

BBA IN DIGITAL ENTREPRENEURSHIP
COUNTRY OF ORIGIN: BELARUS
GRADUATION YEAR: 2026



**Aruzhan
Sherkeshbayeva**

BBA IN DIGITAL MARKETING
COUNTRY OF ORIGIN: KAZAKHSTAN
GRADUATION YEAR: 2026

FOUNDERS OF RHEA

Please introduce yourselves and let us know what brought you to GBSB Global?

Aruzhan: I chose GBSB because it places great emphasis on digital marketing, business innovation, and practical education, which perfectly aligns with my career aspirations. I have always been passionate about exploring the interaction between creativity and technology, especially in areas such as social media, digital strategy, and branding. I enjoy creating content like videos and photos and exploring how it can impact businesses and audiences.

My education and experience include managing social media platforms and working with consulting companies, which have helped me develop a combination of skills, strategic thinking, and creative problem-solving. At GBSB, I aim to deepen my understanding of digital branding and business by collaborating with a diverse and innovative community. This experience will be an important step toward achieving my goal of building a successful career in digital marketing and business administration.

Viktoria: GBSB was an obvious choice among the business schools here. I really appreciate the practical approach this school takes, preparing you for real-life business with international groups, the latest innovation cases, and, of course, G-Accelerator.

How did you come across G-Accelerator Impact Call Program, and what made you join it?

Viktoria: G-Accelerator was part of the reason I decided to pursue my business degree specifically at GBSB. I believe it is something no other school offers, which is a missed opportunity for them. In my opinion, this program is an amazing opportunity for both students (whether bachelor's or master's) to deep dive into the intensity of entrepreneurship, and also for the school, to cultivate the latest innovations and ideas.

Aruzhan: I learned about the G-Accelerator Impact Call Program 2024 through Viktoria, who invited me to join. Her encouragement and the program's focus on innovation and social impact really inspired me. I joined because it offers mentorship, resources, and opportunities to turn creative ideas into meaningful solutions. The chance to grow my skills and connect with like-minded individuals made it the perfect fit for me.

What was the G-Accelerator journey like?

Viktoria: If I were to describe it in three words, they would be intense, profound, and supportive. G-Accelerator really makes you look at your idea (which you probably initially see as flawless) from all angles: market fit, team, and social impact. At the same time, you progress and grow your project

“This program has been an extraordinary opportunity for growth, providing access to expert training”

with incredible speed while constantly narrowing it down and refining it. Even though the journey may be intense, we had many professors and mentors by our side, supporting us and sharing their business experience. One of the main benefits I gained from G-Accelerator is a wide network of connections in the startup world of Barcelona and beyond. Even though it was only six months, it truly feels like a full Master's program because of how intense and practical it is.

Please give a brief description of your business. How was the project born?

Rhea is a mobile application that delivers personalized fitness plans tailored to women's unique hormonal patterns and health needs, including conditions like PCOS and endometriosis. Powered by AI and real user insights, Rhea creates a supportive and empowering fitness journey just for you.

How has G-Accelerator helped you through the process?

Viktoria: G-Accelerator gave us immense knowledge, experience, and countless tools and frameworks to take our project from an idea to a strong MVP (Minimum Viable Product). The classes, both in person and online, along with the mentoring sessions, helped us immensely.

What is your company's mission?

Our mission is to empower women to achieve their fitness goals seamlessly by offering tailored workout plans that adapt to their unique hormo-

nal profiles. Through the integration of advanced AI and health data, we aim to enhance health, happiness, and self-discovery. At Rhea, we are committed to providing every woman with a personalized fitness journey that evolves with her body and fosters holistic wellness.

What are the next steps of your project?

Viktoria: During the program, we compiled a beta-testers list, and we will be releasing a beta version for limited testing in Winter 2025. Even though we gathered many opinions and interviews about our application during the Market Test Validation module, the beta testing will confirm our hypotheses. The public release of the application will follow in the spring. Stay tuned!

Did the G-Accelerator Impact Call program help you develop as an entrepreneur?

Viktoria: Besides the MVP of the project and a wide network of connections, G-Accelerator definitely influenced us a lot as entrepreneurs. It's not just the classes on soft skills needed in the field, but also countless networking sessions, pitches, and connections. It feels like we have grown two years in just six months.

