

GBSB GLOBAL ALUMNI

# Employment Report *2025*



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**Xavier Arola**

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

## Welcome to the 2025 GBSB Global Employment Report

I am pleased to present the GBSB Global Employment Report 2025, a document that reflects our institution's enduring commitment to supporting students and graduates as they navigate a dynamic and increasingly competitive professional landscape. The Career, Alumni and Entrepreneurship Center (CAEC) plays a central role in this mission, offering structured, research informed services that promote employability, leadership development, and long term career advancement. Through its integrated activities, the CAEC strengthens the connection between academic study and professional practice. Our services, which range from individualized career counseling and internship coordination to employer engagement and business creation and entrepreneur support programs, ensure that students and graduates receive the guidance, resources, and opportunities required to progress confidently in their professional journeys.

The G Accelerator, operated by the GBSB Global Entrepreneurship Center, further reinforces this mission by fostering innovation and cultivating an entrepreneurial mindset. Its programs provide aspiring founders with tailored mentorship, targeted training, and meaningful with the ecosystem. These resources enable founders to refine their ideas, validate their business models, and develop sustainable, impact driven ventures.

The integrated support offered across CAEC initiatives underscores our broader institutional vision of preparing responsible leaders capable of driving meaningful change within organizations and society.

G-Accelerator drives significant impact through its core initiatives. The G-Accelerator Impact Call supports triple-impact ventures within our community, and this year we have introduced new programs with a distinct focus on impact. Agriculture today stands at a critical crossroads, shaped by mounting climate pressures, resource constraints, and rapid technological transformation. Responding to these challenges, GBSB Global Business School, in partnership with Xarxa AgriTech and the Institute for Agrifood Research and Technology (IRTA), launched Impuls AgriTech 2025, a pre acceleration program dedicated to supporting high potential AgriTech ventures in Catalonia.

Impuls AgriTech is more than a conventional acceleration initiative. It is collaborative platform where research, entrepreneurship, and industry expertise converge to generate solutions at the intersection of agriculture, sustainability, and technology. The program provides teams with specialized guidance, personalized mentoring, and privileged access to professional networks to help them transform innovative concepts into market ready solutions with measurable social and environmental impact.

The 2025 cohort brought together research driven and entrepreneurial projects from leading Catalan institutions. These projects addressed challenges ranging from agricultural digitalization and logistics optimization to food innovation and sustainable farming systems. The program culminated in a Demo Day in December 2025. During this event, participating ventures presented data driven and biotechnological solutions designed to strengthen food security, enhance resource efficiency, and support climate resilient futures.

Meanwhile, GBSB Global expanded its entrepreneurial ecosystem through the G Accelerator Program in Malta. This initiative strengthens the innovation capacity of higher education institutions, supports early stage entrepreneurs, and cultivates regional innovation hubs aligned with European smart specialization strategies. This international expansion reinforces GBSB Global's strategic objective of connecting academic excellence with entrepreneurial action across borders and further integrates our institution into global innovation networks.

These initiatives highlight GBSB Global's integrated approach to employability and entrepreneurship, positioning innovation, sustainability, and responsible leadership as central pillars of our educational philosophy. They demonstrate our commitment not only to preparing students and alumni for successful employment and empowering them to serve as catalysts for positive societal change.

This Employment Report is a testament to the dedication of our students, alumni, faculty, and industry partners. It reflects the collaborative effort that drives our community forward and showcases how GBSB Global proactively responds to labor market transformations while contributing to responsible, sustainable growth. As we look ahead, GBSB Global remains committed to supporting students and graduates as they explore emerging career paths and entrepreneurial opportunities. Together, we continue to cultivate a global network of professionals and innovators who are shaping the future with purpose, responsibility, and vision.



# Career, Alumni and Entrepreneurship Center Services (CAEC)

The Career, Alumni and Entrepreneurship Center (CAEC) plays a central and strategic role in supporting the professional development of students and graduates at GBSB Global Business School. Its activities are designed to facilitate a smooth and informed transition from academic study to professional employment, combining structured career services, employer engagement, and internship management. Through these pillars, CAEC advances the School's mission by promoting employability, responsible leadership, and meaningful global professional engagement.



## Career Services

The Career Services team provides students with comprehensive support throughout their academic journey. The team's objective is to strengthen students' employability and enhance their access to high-quality professional opportunities. The services offered are designed to help students develop career clarity, strengthen job readiness, and engage effectively with the labor market. Students have access to a range of professional tools that guide self assessment and career exploration, enabling them to better understand their strengths, skills, and professional interests. These tools play an essential role in supporting informed decision making and in aligning academic learning with students' long term career goals. Additional resources assist students in mapping potential pathways and identifying opportunities that best match their individual profiles and aspirations.

Career Services also provides individualized support in developing professional job application materials. Students benefit from tailored feedback on their curriculum vitae (CV), cover letter guidance, and access to standardized CV templates aligned with contemporary recruitment practices. They also receive support in interview preparation, including coaching in professional communication, presentation skills, and familiarity with recruitment processes. Personalized career counseling and coaching sessions, delivered by an experienced team of career professionals, further strengthen students' readiness by offering targeted guidance on career planning, job search strategies, and professional development.

Students additionally benefit from the annual Career Fair held across all GBSB Global campuses. At this event, students can interact directly with employers from a variety of industries and sectors who participate in person. Employers use this platform to share internship and full time employment opportunities and to identify future talent among students and soon to be graduates. Through the Career Portal, students also gain direct access to collaborating employers and a broad array of job and internship listings shared by partner organizations. Career Services reinforces these opportunities through targeted employer referrals and opportunity sharing, further strengthening the connection between students and the professional ecosystem.

## Internships

The 2024–2025 academic year demonstrated clear growth in CAEC’s impact. The 15% increase in students securing internships reflects a strengthened commitment to providing students with meaningful professional experiences. Internship postings through the Career Portal rose by 8%, while corporate engagement expanded substantially, with a 24% increase in new employers joining the network. Nearly half of all student internships were secured through direct referrals made by Career Services, underscoring the effectiveness of personalized guidance and institutional partnerships.

These achievements illustrate Career Services’ proactive approach in bridging academia and industry, enriching the student learning experience, and enhancing long term workforce readiness.

Further evidence of this impact can be found in the testimonial section, “Internships Leading to Full Time Jobs,” which highlights how structured support helps students secure professional opportunities and transition successfully into their careers.

## Alumni Services

In addition to career services, CAEC oversees a wide range of alumni focused initiatives that strengthen long term engagement. Graduates of GBSB Global become part of an international alumni network spanning diverse industries and geographic regions. This network serves as a platform for professional connection, mentorship, and knowledge exchange, supporting graduates throughout their evolving career trajectories and fostering interaction with current students. Structured alumni initiatives encourage graduates to share expertise, contribute to institutional activities, and participate in programs that reinforce the link between academic learning and professional practice.

During the reporting period from January to December 2025, GBSB Global expanded its alumni services to strengthen graduate engagement and enhance career related support.

Key initiatives included the annual alumni reunion, the formation of alumni chapters organized by professional sector, and the delivery of professional development workshops and webinars led by industry practitioners. These activities were designed to promote sustained alumni involvement, support employability goals, and create opportunities for knowledge exchange between alumni and the current student community.

### **Guest Alumni Speaker Program (GASP)**

The Guest Alumni Speaker Session (GASP) is designed to provide students and graduates with invaluable insights into the professional journeys of our alumni. During these sessions, we have candid discussions with our guest speaker alumni, exploring their personal career paths, how their GBSB Global education is relevant to their current roles, and the realities of their sectors.

The sessions offer practical tips and strategies for entering their specific fields, highlight available opportunities, and provide resources for building connections with professionals in those industries. This is a unique opportunity to gain firsthand knowledge from those who have successfully navigated their careers and are eager to share their experiences.

During the last academic year, the Guest Alumni Speaker Program (GASP) delivered five sessions featuring GBSB Global alumni from diverse professional backgrounds. Two sessions focused on alumni who have established their own businesses, providing insights into entrepreneurial pathways and start-up development. The remaining three sessions addressed career experiences in marketing, fashion and luxury, and sales and business development.

The program offered students structured exposure to industry-specific knowledge, career entry strategies, and professional development practices. Alumni speakers shared practical perspectives on navigating competitive job markets, building professional networks, and applying academic learning in professional contexts.

Student engagement remained high throughout all sessions, as demonstrated by their active participation in discussions and question-and-answer segments.

According to participant feedback, the GASP sessions were an excellent opportunity to gain a deeper understanding of different professional fields and their entry pathways. The program continues to support GBSB Global's objectives of improving employability and engaging alumni by strengthening the connection between current students and graduates, as well as promoting informed career decision-making.

### **Professional Development Workshops**

Professional development workshops enriched the CAEC portfolio further during the reporting period. These workshops were designed to strengthen sector specific competencies and enhance career readiness among students and alumni. One notable workshop focused on preparing participants for Project Management Institute (PMI) certification exams. It covered exam structure, study approaches, and professional trajectories in project management.

Additional workshops explored applications of Generative Artificial Intelligence (AI) across various sectors. Participants engaged in sessions on introductory AI concepts, applications of AI in human resources, and advanced generative AI skills for finance professionals. These sessions provided hands on training in dashboard creation, workflow automation, and the development of applications to support data driven financial decision making. Together, these workshops offered students and alumni practical, industry relevant tools to enhance their professional competencies.

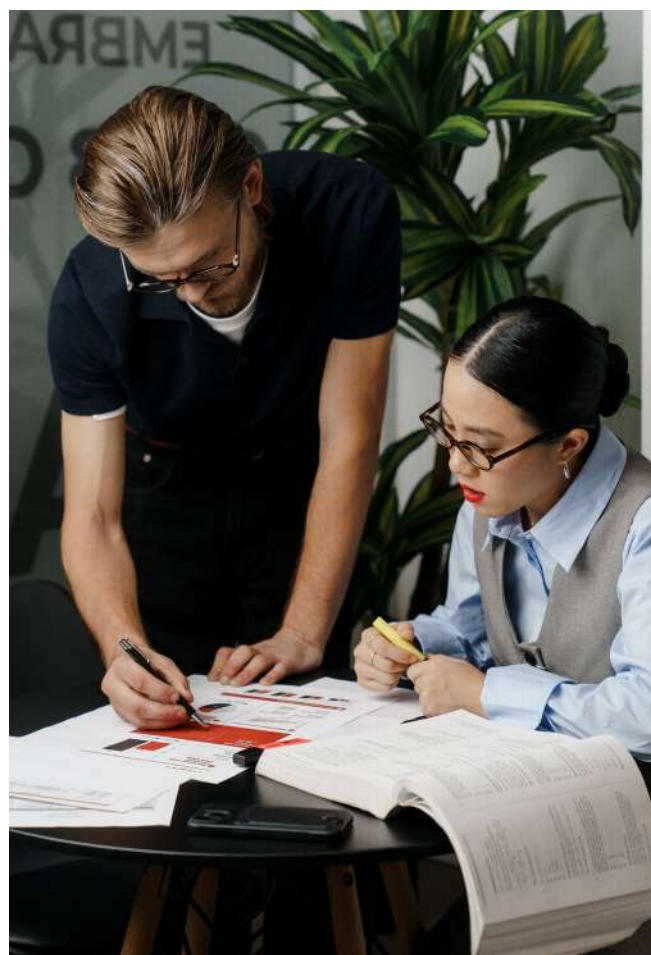
### **Alumni Reunion Event**

The Alumni Reunion held on September 18, 2025, in Barcelona brought together graduates for an evening of learning, innovation, and meaningful networking within the city's dynamic startup ecosystem. Hosted at Norrsken Barcelona, the event began with a fireside chat featuring leading startup founders in the Red Room. Alumni gained valuable insights from Melissa McDermott, founder and CEO with over 20 years of executive experience in digital transformation, blockchain, and circular ecosystems, particularly in the context of sustainable business practices.

She was joined by Sebastian Mealla C., entrepreneur and CEO of ProtoPixel, a company that originated as a spinoff from Pompeu Fabra University and was later acquired by Simon, one of Europe's largest lighting manufacturers.

Next, the program featured an AI-focused workshop led by Janira Planes, which offered alumni hands-on exposure to emerging technologies and practical applications of artificial intelligence in today's business landscape. After the professional sessions, alumni gathered for networking drinks on the Skapa Terrace, where they enjoyed panoramic sea views while reconnecting with peers and expanding their professional networks.

The evening concluded with a formal dinner at Pez Vela, which provided a relaxed and elegant setting for continued conversation and collaboration. The reunion reinforced the importance of lifelong alumni engagement and highlighted GBSB Global's strong connection to innovation, entrepreneurship, and industry relevance. Events such as this strengthen the global alumni community and support graduates' ongoing professional and personal development.



## Alumni Chapters

Alumni Chapters play a central role in strengthening lifelong connections among graduates, students, and the broader GBSB Global community. They provide structured platforms for alumni to stay engaged after graduation, fostering a strong sense of belonging while supporting continuous professional growth and collaboration.

Through targeted events, knowledge sharing initiatives, and networking opportunities, Alumni Chapters enable graduates to expand their professional networks, stay informed about industry developments, and contribute their expertise back to the community. By bringing together alumni with shared professional interests, these chapters promote peer to peer learning, career development, and meaningful engagement across regions and sectors.

GBSB Global's industry based Alumni Chapters are designed to respond to evolving market needs and alumni interests. They offer sector specific insights, practical skill development, and direct interaction with industry leaders. The following sections outline the activities and impact of selected Alumni Chapters during the reporting period.

### Industry-Based Alumni Chapters

The Marketing Chapter, established in December 2024, brings together alumni seeking to remain informed about current marketing trends and professional practices. During the reporting period, the chapter successfully organized a series of webinars and professional development sessions designed to enhance sector-specific knowledge and practical skills.

These initiatives were developed and executed by the Marketing Chapter Alumni Committee, which coordinated content, speakers, and logistics. Key topics covered in the webinars included:

- Redefining Visual Storytelling with AI - From Concept to Captivating Imagery
- Go-to-Market Strategy - Entering new markets and positioning products effectively
- Playing or Working with Generative AI - Leveraging AI in marketing processes
- AI Meets Marketing Strategy - Unlocking the future of SEO, SEM, and campaign performance

- Fundamentals of Affiliate Marketing with a focus on influencer strategies

Through these activities, the Marketing Chapter promotes peer learning, facilitates professional networking, and strengthens alumni engagement with GBSB Global's career development initiatives.

### Sports Chapter

The Sports Chapter is a dynamic hub for students and alumni passionate about the sports industry. Its mission is to provide tailored resources, workshops, and events that support career growth, facilitate networking with industry leaders, and deliver practical insights into emerging trends in sports management and technology.

In 2025, the Sports Chapter has hosted two major events, both developed and organized by the Sports Chapter Committee:

- 1 Innovation and Entrepreneurship in Sports, featuring Xavier Trallero Guillot, Managing Director of Barcelona Sports Hub. This session provided an overview of the Hub's initiatives to support startups, promote innovation in sports technology, and foster collaboration among investors, entrepreneurs, and industry stakeholders. Key topics included the role of incubator labs, available funding, and strategies for fostering innovation in the sports industry.
- 2 Building a Global Career in the Sports Industry, featuring Pierre-Antoine Guillet, Commercial Director at Premier Bet Togo and an expert in sports management, iGaming, and international markets. The session explored practical strategies for entering and advancing in the global sports industry, personal branding, resume development, LinkedIn optimization, and career opportunities in emerging markets such as Africa and Saudi Arabia.

Benefits for Participants:

- Gain actionable strategies to advance careers in the sports industry;
- Explore global trends, emerging markets, and innovation-driven opportunities;
- Develop professional networks through direct engagement with industry leaders;

- Access practical insights into entrepreneurship, sports management, and technology.

The Sports Chapter continues to foster a collaborative alumni community, encouraging knowledge-sharing, professional development, and meaningful connections with industry stakeholders. We welcome our GBSB Global Alumni community to join our chapter here and receive notifications of upcoming events





## **G-Accelerator: The GBSB Global Entrepreneurship Center**

**GBSB Global is dedicated to shaping the next generation of professionals by providing them with state-of-the-art 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.



# The 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. Participants are equipped with practical tools, tailored resources, and expert guidance to evaluate their progress and refine their strategies.

The center fosters ownership of the entrepreneurial journey, ensuring participants have the support needed to achieve their goals, from initial brainstorming to deliverable review and beyond.

## Coaching and Business Development Support

Through free coaching sessions with industry experts, students and alumni can gain invaluable insights. These sessions are 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, and explore 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.





### **Entrepreneurship Club**

The GBSB Global Entrepreneurship Club (E-Club) hosted its inaugural Startup Hackathon in May 2025 at Tech Barcelona. The event was designed to provide students and alumni with an immersive experience in entrepreneurship, emphasizing mentorship, rapid prototyping, and business pitching.

Finalists competed for €10,000 in development support and the opportunity to join the G-Accelerator Startup Program. The Hackathon offered participants hands-on guidance from industry mentors, intensive networking opportunities, and practical experience in validating business ideas under time-constrained conditions.

The key objectives of the event included:

- Supporting entrepreneurial skill development and business model validation;
- Facilitating mentorship and professional guidance for emerging founders;
- Promoting collaboration and innovation among student and alumni teams.

The event was organized by the Entrepreneurship Club, with the support of GBSB Global Business School. Volunteers and alumni contributed to event logistics, marketing, and participant engagement. The Hackathon successfully showcased innovative ideas and entrepreneurial potential within the GBSB Global community, reinforcing the school's commitment to fostering practical learning experiences and supporting student and alumni startups.

### **G-Accelerator Impact Call Program Barcelona**

The G-Accelerator Impact Call Program, an initiative of GBSB Global Business School, 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. This support covers everything 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, which connects 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 the 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 and were 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.

## The G-Accelerator Impact Call 2025 Demo Day

was held on December 16th at Aticco Bogatell. During six months of intensive mentorship, our mentors, partners, and jury members made invaluable contributions to support emerging impact-driven entrepreneurs. Fourteen innovative startups presented their triple-impact ventures to investors and partners during the event.

As a result of this milestone, three G-Accelerator Impact Call startups—Nabla Education, DIGIPAL and GeoTRUST AI— were selected to advance to the next phase of the program.





## Impuls AgriTech 2025: Accelerating Sustainable Innovation in Agriculture

Agriculture today stands at a decisive crossroads, facing increasing climate pressures, resource constraints, and the rapid pace of digital transformation. Addressing these challenges requires innovative, interdisciplinary, and market-oriented solutions. In response, GBSB Global Business School, in partnership with **Xarxa AgriTech** — a network coordinated by **Catalonia's Institute for Agrifood Research and Technology (IRTA)** — launched Impuls AgriTech 2025, a targeted pre-acceleration program supporting early-stage AgriTech ventures in Catalonia.

Impuls AgriTech 2025 represents the fifth cohort of the G-Accelerator Impact initiative and officially commenced on 22 September 2025. The program's mission is to transform high-potential research and entrepreneurial ideas into market-ready solutions that enhance sustainability, innovation, and competitiveness across the agri-food sector.

## Strategic Vision and Program Focus

More than a training initiative, Impuls AgriTech reflects GBSB Global's strategic commitment to entrepreneurship, applied research, and innovation at the intersection of agriculture, technology, and sustainability. By fostering collaboration among researchers, entrepreneurs, and industry experts, the program contributes to regional development while supporting scalable, impact-driven innovation.

The initiative focuses on ventures operating in key priority areas, including:

- Sustainable livestock management;
- Biotechnology and genetic improvement;
- Artificial intelligence and data science for agriculture;
- Precision agronomy;
- Renewable energy and circular economy systems.

Through this focus, Impuls AgriTech reinforces Catalonia's growing position as an AgriTech innovation hub, strengthening links between academia, industry, and entrepreneurship.

## Cohort Profile and Innovation Scope

The 2025 cohort comprises eight pioneering projects led by researchers and innovators from leading Catalan institutions, including the Polytechnic University of Catalonia, the University of Barcelona, the Autonomous University of Barcelona, the University of Lleida, and the Centre for Research in Agricultural Genomics (CRAG). These projects address a diverse range of challenges, from agricultural digitalization and logistics optimization to food innovation and sustainable farming practices:

- Agrixels & UPCxels – Interoperable agricultural data spaces and AI-driven services
- TROCA – A patented circular-economy product for sustainable fire-starting
- PILPIG & IPreFeR – Logistics optimization and robotics solutions for pig farming
- Microbial Solutions – Next-generation bio-stimulants and biopesticides
- Sweet Chlamy – Protein-based sweeteners produced through microalgae

- GreenGuard – A farm management application promoting sustainable practices.

## Program Design and Support Framework

Impuls AgriTech 2025 took place from September to December 2025, with sessions held twice weekly. The program combined structured training, expert mentoring, and ecosystem engagement through three core pillars:

### • Training

A total of 116 hours of specialized training, including 72 hours dedicated to technological development and innovation, and 44 hours focused on business management. The business curriculum emphasized Lean and Agile methodologies, enabling participants to validate solutions and accelerate market readiness.

### • Mentoring

Each project received approximately 20 hours of one-to-one mentoring, with tailored guidance on business modeling, user experience design, technical development, regulatory requirements, and funding strategies.

### • Networking

Participants engaged in peer-to-peer learning and gained access to local and international AgriTech ecosystems, fostering collaboration with industry stakeholders, investors, and innovation networks.

In addition, eligible teams were able to access financial support, including funding for contracted services and travel grants of up to €4,000, helping reduce early-stage barriers to innovation.



## Impuls AgriTech 2025 Demo Day: From Innovation to Impact

The program culminated in the Impuls AgriTech 2025 Demo Day, held on 17 December 2025 at the Departament d'Agricultura Auditorium. The event showcased seven agritech startups that had completed the three-month mentorship and acceleration process delivered by GBSB Global Business School, IRTA, and Xarxa AgriTech.

The participating ventures presented solutions leveraging artificial intelligence, biotechnology, and data-driven ecosystems to address critical global challenges, including water optimization, food waste reduction, early disease detection, and the development of climate-smart agricultural alternatives. Collectively, these innovations demonstrate the potential to reduce agricultural emissions by 20–30%, while improving yields and farm profitability.

The Top-3 winning projects were:

1. Microbial Solutions
2. Terra Argus
3. IPREFER

Their solutions contribute to a more sustainable and resilient agri-food value chain, ranging from predictive analytics for olive cultivation to personalized animal nutrition. The success of Impuls AgriTech 2025 and its Demo Day highlights GBSB Global Business School's role as a catalyst for innovation, employability, and cross-sector collaboration, supporting food security and long-term planetary health.

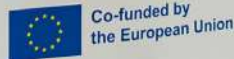
# IMPULS AGRITECH

PRE-ACCELERATION PROGRAM

FOR AGRITECH PROJECTS



With the support of:





## **G-Accelerator Program Malta**

Last year, GBSB Global Business School launched 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.

The program contributes to a collaborative European network by focusing on enhancing the innovation capacity of higher education institutions, supporting startups, and encouraging corporate and SME innovation.

## 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, and fostering long-term partnerships between education, research, and business sectors.

The Malta edition of G-Accelerator integrates cutting-edge approaches, such as AI tools, and promotes Open Innovation. This design allows the program to address the challenges of a dynamic market while driving impactful social and business change. This expansion is a pivotal step in GBSB Global's mission to empower aspiring entrepreneurs and foster innovation across Europe.

The G-Accelerator program demonstrates GBSB Global's dedication to linking academic excellence with entrepreneurial ambition. It empowers students and alumni to transform their ideas into ventures that promote positive societal change.

## Last year's actions for the G-Accelerator Malta program

The mentoring activities were highly specialized and tailored to each project participating in the program. We engaged experts from various fields, including fundraising strategy, go-to-market strategy, international expansion, and customer and product development.

Training sessions were provided, though they were not fully completed due to participants' availability.

The structure included the following modules: AI Tools for Entrepreneurs, Unit Economics, Fundraising & Taxation in Malta, Digital Marketing Strategies, Team Creation and Team Building, and Pitching Techniques.

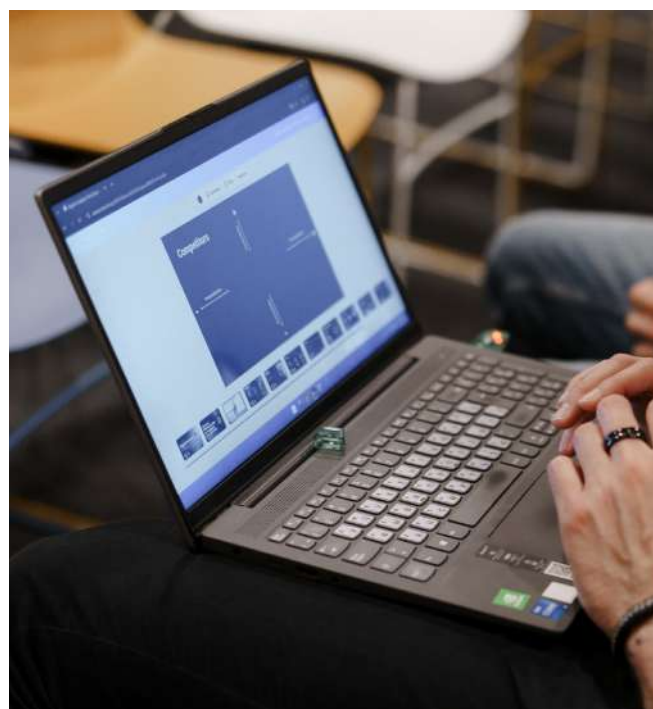
During the Startup Festival, we collaborated with Surf. They shared our stand and showcased their progress.

Their mentor from G-A Malta also joined them at the event. This project, Surf, previously participated in a Maltese government program that allowed them to recruit interns through a government initiative. One of those interns was Carlo Zammit Lonardelli, a GBSB alumnus. Aside from him, there were no other beneficiaries previously connected to GBSB.

## Open Innovation Challenges

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

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



# Alumni Employment Survey

## Survey Overview

GBSB Global conducts an annual comprehensive alumni survey to assess career trajectories after graduation. This current report presents the results for the Class of 2023-2024, and uses data collected via an internal survey administered on the GBSB Global website between May and November 2025.

All graduates from the 2023-2024 academic year—including those who completed Bachelor's, Master of Science, Master of Arts, MIM, and MBA programs in Barcelona, Madrid, Malta, and online—were invited to participate.

## Data Collection and Methodology

A total of 267 alumni received the survey on the first anniversary of their graduation. They were asked to provide information regarding employment status, industry sector, job function, salary, and career progression. Follow-up reminders were issued to encourage maximum participation.

Publicly available LinkedIn profiles were also reviewed to supplement the dataset. All responses were anonymized for analytical purposes, except for testimonials featured in the "Alumni Insights" section.

## Purpose of the Report

This report details the diverse career pathways of GBSB Global graduates and demonstrates the institution's influence on professional advancement and social mobility.

# The Ready to Lead Class of 2023-2024

## Graduate Profile

**267**  
GBSB Global  
Graduates

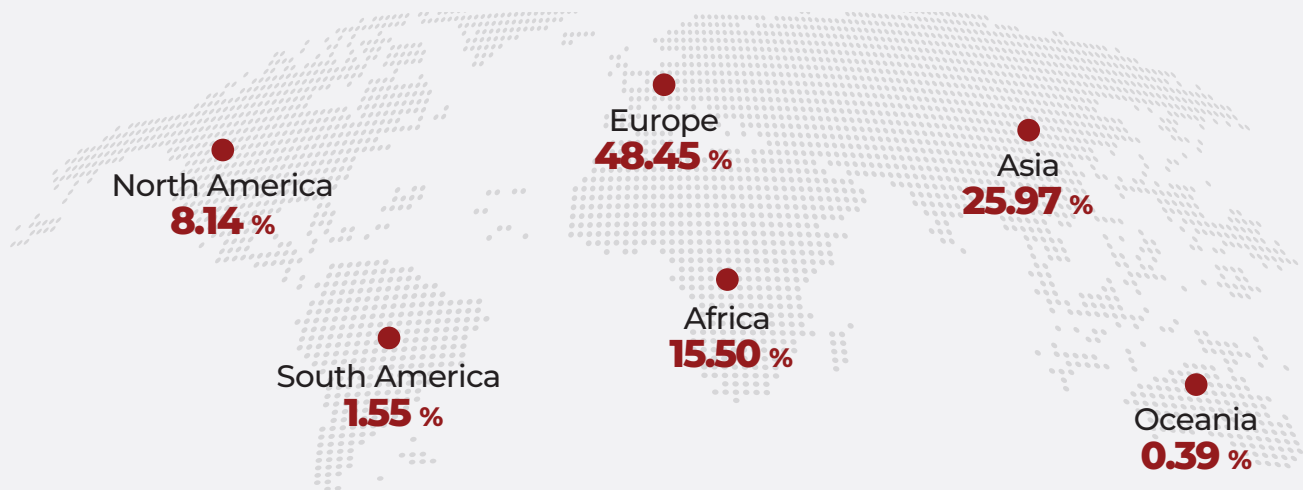
**66**  
Total Nationalities  
Represented

## Gender

**59%**  
female

**41%**  
male

## Nationalities

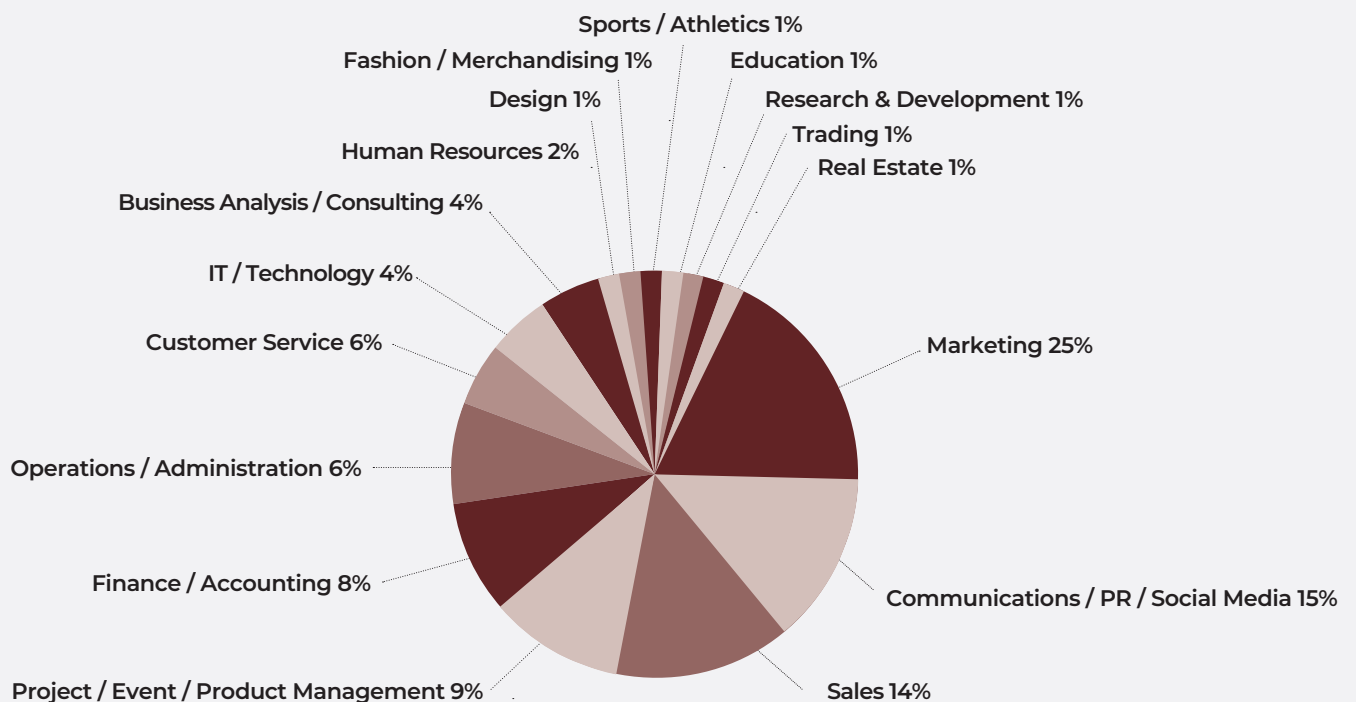


# GBSB Global represents a unique opportunity for talented individuals *to pursue their career goals*

## Post Graduation Top Employment Industries

<p>Business Consulting and Services</p> <p>Hospitality and Travel Arrangements</p> <p>Marketing and Advertising Services</p> <p>Accounting and Financial Services</p> <p>IT, Software and Technology Services</p> <p>Education and Academic Services</p> <p>Retail</p> <p>Media and Telecommunications</p> <p>Banking, Insurance and Investment Management</p> <p>Apparel and Fashion</p> <p>Business Consulting and Services</p>	<p>Health Care and Medical Services</p> <p>Motor Vehicle and Machinery Manufacturing</p> <p>Food and Beverage Services</p> <p>Personal Care and Cosmetology</p> <p>Sports/Spectator Sports/Sports Retail</p> <p>Biotechnology and Medical Equipment</p> <p>Real Estate</p> <p>Mining, Energy and Renewable Services</p> <p>Aviation and Aerospace</p> <p>Transportation and Logistics</p> <p>Health Care and Medical Services</p>
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## Functions and Departments



# What do GBSB Global graduates do?

## Job Roles Reported

### Executive and Leadership:

- Chief Executive Officer
- Director of Operations
- Managing Partner
- Manager
- Head of Accounting Department
- Head of Corporate Innovation & Renovation
- Head of Marketing
- Head of Sales and Partnerships
- Talent and Culture Lead
- Director of Product Development
- Director of Libyan Financial Intelligence Unit

### Sales and Business Development:

- Account Development Representative
- Account Manager
- Account Manager / Sales Advisor
- Account Strategy Manager
- Channel Account Manager
- Google Ads Account Manager
- Business Development
- Business Development Manager
- Jr. Business Development Specialist
- Marketing and Business Development Specialist
- Travel Expert and Business Development
- Sales Assistant
- Sales Associate
- Sales Development Representative
- Sales Outreach Coordinator
- Sales Representative
- Sales Technician
- Relationship Officer
- Global Payment Solution Advisor

### Marketing, Communications and PR

- Brand Manager
- Brand Marketing
- Brand and Content Strategist
- Digital Brand Strategist
- Digital Marketing Manager
- Digital Marketing Officer
- Digital Marketing Specialist
- Digital Marketing and Communication Specialist
- Marketing Assistant
- Marketing Associate
- Marketing Coach

- Marketing Coordinator
- Marketing Intern
- Marketing Manager
- Marketing Specialist
- Senior Marketing Manager
- Senior Marketing Account Executive
- Deputy Head of Marketing
- Content Creator
- Content and Social Media Strategist
- Content Marketing Analyst
- Creative Digital Marketing Consultant
- Communications Executive
- Communications Specialist
- Community Manager
- Head of Social Media Content
- Social Media Manager
- Social Media Specialist
- Social Media Management
- Influencer Relations Manager
- PR and Communications Manager
- PR Consultant
- Public Relations Manager

### Finance, Accounting and Audit

- Accountant
- Accounting Consultant
- Audit Strategist
- Business Controller
- Financial Assistant
- Finance and Budget Assistant
- Financial Due Diligence Associate
- Investment Advisor
- Investor Relations Analyst
- Risk Analyst Apprenticeship
- Risk Assurance Intern
- Senior Fraud Officer
- Servicing Analyst
- Trader
- Associate Trader
- Trading Back Office Assistant

### HR and People Management

- HR Manager
- HR Project Manager
- Human Resource Analyst
- Talent and Culture Lead

## **Operations and Administration**

- Administrative Operations Manager
- Back Office Employee
- Commercial Office Trainee
- Executive Assistant
- Contract Administrator
- Coordinator and Analyst
- Group Trainee – Operations Track
- Operations Manager
- Procurement Officer
- Shared Service Centre Specialist
- Security Operations Specialist

## **IT, Tech and Consulting**

- Consultant
- Business Analyst
- Business Consultant
- Business Process Solution Consultant
- Managing Consulting
- Solutions Consultant
- Technology Analyst
- Technical Project Manager
- Client Services Technical Support Specialist
- Product and Support

## **Product, Design and Creative**

- 3D Artist
- Creative Director and Visual Designer
- Jewelry Designer
- Product Coordinator
- Assistant Product Developer
- Senior Designer Scout | B2B Manager
- Podcast Producer

## **Supply Chain, Merchandising and Procurement**

- Assistant Buyer
- Central Europe Merchandising Intern
- Collection Merchandiser: RTW and Accessories
- Trainee Merchandiser
- Supply Chain and Project Developing Manager

## **Events, Hospitality and Travel**

- Event Manager
- Junior Event Manager
- Junior Event and Communication Executive
- Event and Livestream Coordinator
- Food and Beverage Intern
- Hostess
- Concierge
- Front Office Agent
- Reservations Agent
- Travel Advisor
- Trip Coordinator

## **Education and Training**

- English Language Teacher
- Teacher and Coordinator
- Teacher: iGCSE Co-Ordinated Science
- Marketing Coach

## **Sports and Fitness**

- Professional Athlete
- Professional Football Player
- Professional Handball Player
- Coach
- Assistant Coach

## **Real Estate and Property**

- Real Estate Agent
- Real Estate Development and Tenant Analyst

## **Research and Innovation**

- Research and Pilot Manager
- Research and Development Specialist
- Market Access Officer

## **Customer Service and Success**

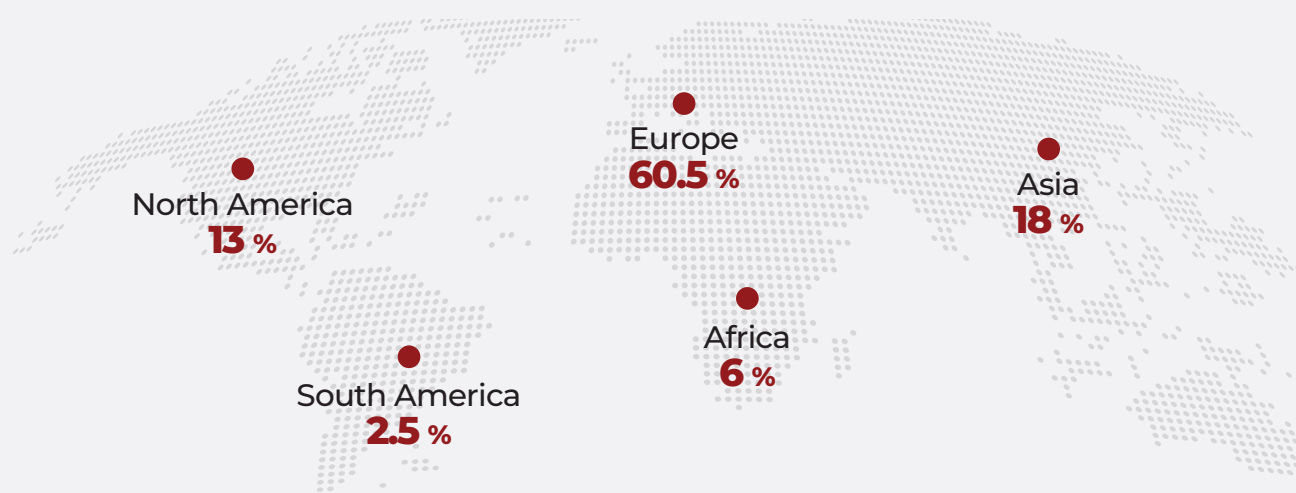
- Customer Service Representative
- Customer Support Agent
- Customer Success Lead

# Employment Report

## *Facts & Figures*

### Job Placement by Region

The Class of 2023–2024 is currently working in 55 countries worldwide, reflecting a global footprint of graduates. This analysis highlights the broad international distribution of our alumni and demonstrates their adaptability and readiness to thrive in diverse professional and cultural settings. Their widespread geographic presence fosters valuable cross-border networking opportunities and supports international career mobility across a wide range of industries. As alumni build professional connections and gain experience in multiple regions, they become increasingly well-positioned for long-term growth and leadership in the global workforce.



#### COMPANY SIZE NUMBER OF EMPLOYEES

#### PERCENTAGE

10,001+	19.73%
5,001 – 10,000	4.08%
1,001 – 5,000	10.88%
501 – 1,000	6.12%
201 – 500	4.08%
51 – 200	14.97%
11 – 50	21.09%
2-10	19.05%

### Organizational Types

GBSB Global graduates are employed across a diverse range of organizational types and sizes worldwide.

A significant majority (83%) cater to an international clientele, which highlights the global reach of their professional networks. Moreover, a substantial portion (26%) secure positions in large organizations with more than 10,001 employees.

These insights are derived from data provided by employed graduates, 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 preparing highly successful graduates for exceptional careers.

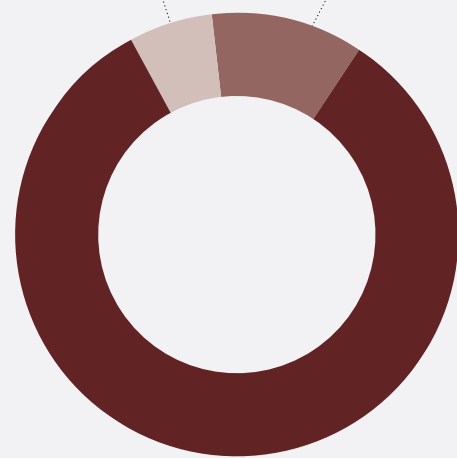
Many of our entrepreneurial graduates launched impactful business across a range of innovative and forward-thinking industries. They have established companies dedicated to innovation and wellness, business consulting services, and sustainable fashion marketplaces, each with a unique focus.

These ventures span industries such as sustainable apparel and fashion, alternative medicine, and holistic healthcare, alongside internet marketplace platforms that support fashion and sustainable brands.

Others are driving change through non-profit organizations focused on social development and human rights or by creating businesses within the sports and recreation sector.

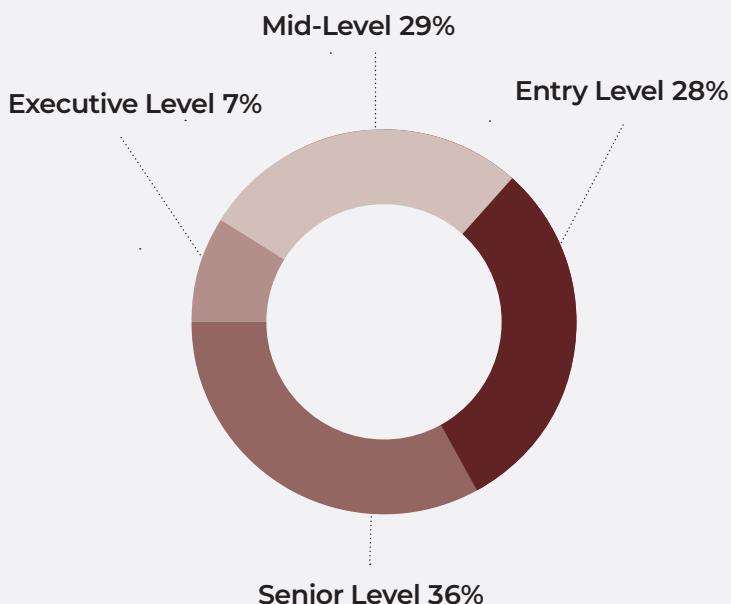
Entrepreneurs 5,5%

Looking for employment 10,5%



Employed 84%

## Career Levels



**OF THOSE CURRENTLY EMPLOYED (84%) AND ENTREPRENEURS (5.5%), MOST SECURED A JOB AFTER GRADUATION**

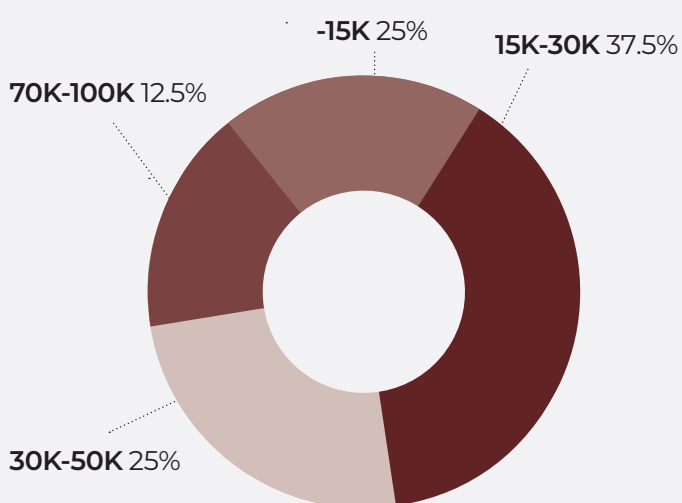
Before completing the program	30.5%
Within 1 month after graduation	21%
Within 3 months after graduation	13%
Within 6 months after graduation	13%
Within 9 months after graduation	6%
Within a year after graduation	6%

## GBSB Global Salary and Bonus Impact

In the realm of salaries, GBSB Global is pleased to report notable results among our respondents. Of those who provided data, 25% reported a salary increase of over 40% in their first year after 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 diverse career paths and financial successes that GBSB Global graduates encounter as they embark on their professional journeys.

### Annual Income



## Success Rates by Program of Study

Employment outcomes vary by program of study, reflecting differences in cohort size and career pathways. Percentages are calculated within each degree program, with each program representing 100% of its graduates.

### Employment Status by Degree Program (%)

Employment Status	BA	MA	MBA	MIM	MSc
Employed	82.7%	84.4%	90.2%	60.9%	86.5%
Self Employed	11.3%	2.1%	0.0%	0.0%	8.2%
Unemployed	6.0%	13.5%	9.8%	39.1%	5.3%
Total per Degree	100.0%	100.0%	100.0%	100.0%	100.0%

# Top Recruiters and Employers

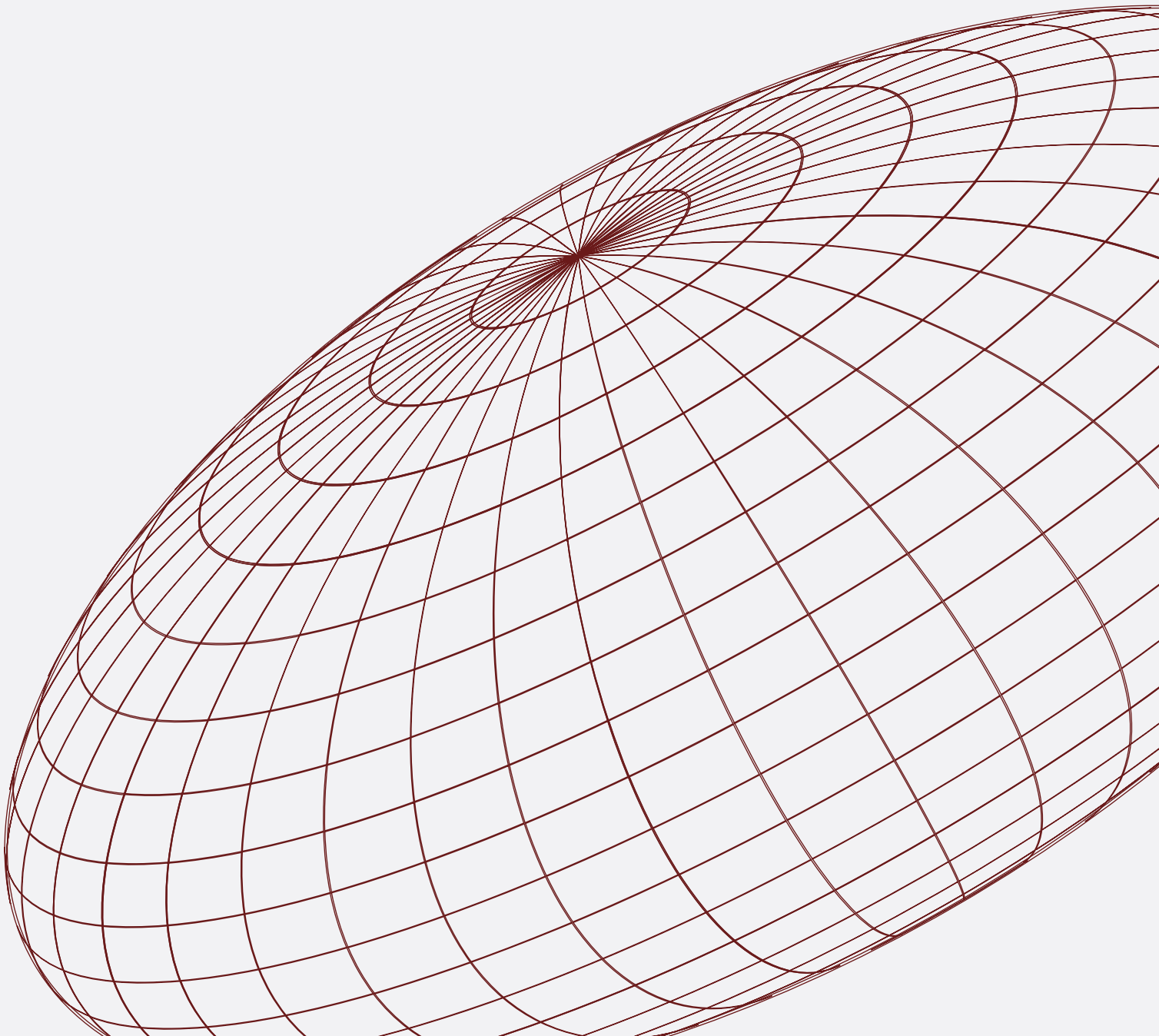
The following is a list of companies that have hired graduates from the 2023-2024 class, listed in alphabetical order.

		<b>1,2,3..</b>			
9inety Media Services	51-200 employees				
					<b>E.</b>
				e&	10,001+ employees
				E.Leclerc Saint-Aunès	201-500 employees
				elmpact	2-10 employees
				EIRA	2-10 employees
				El Corte Inglés	10,001+ employees
				Elem Biotch	11-50 employees
				ELSEWEDY ELECTRIC	10,001+ employees
				Escola Superior de Artes e Design	501-1,000 employees
				Esile Marketing	2-10 employees
				Eurobatt	11-50 employees
		<b>A.</b>			
AC Prime	11-50 employees				
Accenture	10,001+ employees				
AD4	11-50 employees				
ADHIIIRA	2-10 employees				
adjarabet.com	501-1,000 employees				
Al Ahly Sporting Club	1,001-5,000 employees				
Alliance for Global Development	11-50 employees				
Almaine Group	5,001-10,000 employees				
Alumia	11-50 employees				
Art Battle International	51-200 employees				
Availity	1,001-5,000 employees				
Avanath Capital Management, LLC	201-500 employees				
AX Hotels	501-1,000 employees				
					<b>F.</b>
				Fáilte Ireland	201-500 employees
				FARFETCH	1,001-5,000 employees
				Fenix Group International, LLC	51-200 employees
				Finch	2-10 employees
				Folkex Digital Agency	11-50 employees
				FRUŠKE TERME RESORT & RESIDENCES	201-500 employees
		<b>B.</b>			
BADO PROD	2-10 employees				
BAT	10,001+ employees				
BBCA Bank	1,001-5,000 employees				
BBCA Legal	2-10 employees				
Beyer & Söhne	2-10 employees				
BIORCE	11-50 employees				
Blue Pacific	2-10 employees				
bpostgroup	10,001+ employees				
Bracap Global Tours	2-10 employees				
Business Services International UK Ltd	51-200 employees				
					<b>G.</b>
				Games Workshop Group PLC	1,001-5,000 employees
				Google	10,001+ employees
				Granata Bio	2-10 employees
				Greco	2-10 employees
				Greentech Renewables	1,001-5,000 employees
				GUEB Marketing	2-10 employees
				Gulf Harbour Yacht & Country Club	51-200 employees
		<b>C.</b>			
Capitole	1,001-5,000 employees				
Celebrate Dental and Braces	51-200 employees				
Christian Dior Couture	10,001+ employees				
Chubb	10,001+ employees				
Citi	10,001+ employees				
ClickToSpain	11-50 employees				
ClipMyHorse.TV	51-200 employees				
CNEX AIE	51-200 employees				
COFCO International	10,001+ employees				
Concentrix	10,001+ employees				
					<b>H.</b>
				Havas Media	51-200 employees
				HSBC	10,001+ employees
		<b>D.</b>			
Deloitte	10,001+ employees				
Didriksons	51-200 employees				
Doors - NYC	2-10 employees				
Droppie	2-10 employees				
					<b>I.</b>
				ICDC	11-50 employees
				ICF	5,001-10,000 employees
				INNOVTEX	11-50 employees
				Institut FANDI	11-50 employees
				Invisible Force	11-50 employees
				Iveco Group	10,001+ employees
					<b>J.</b>
				Journee	11-50 employees
				Jumeirah	10,001+ employees



# Internships Leading to full time jobs

The testimonial below illustrates the profound impact that GBSB Global's career services have on students' career trajectories.



# Testimonials



**Milad Sohrabi**

- MSc Digital Marketing and E-Commerce
- Barcelona Campus
- Graduated in March 2026

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

There are no officially established master's programs in marketing, particularly digital marketing, in Iran. Due to the limitations imposed by international sanctions, the field of marketing largely operates in isolation.

Therefore, pursuing my studies in an international city such as Barcelona represented a significant step not only for my personal development, but also for contributing to broader professional standards. This opportunity allowed me to follow my aspirations while studying in a global and highly competitive environment.

*In what ways did Career Services help you identify suitable internship opportunities?*

The school's career services and career advisors made a strong effort to help me better understand my professional goals, assess my current situation, and define a clear path toward the roles I aspire to pursue.

*What kind of support did you receive in preparing your CV, cover letter, or LinkedIn profile?*

I attended multiple sessions with Georgia, our Career Coordinator, who provided substantial support in optimizing my CV, identifying relevant job opportunities, and approaching applications in a structured, organized, and targeted manner.

*Did you participate in any mock interviews, career workshops, or one-on-one coaching sessions? How did they help you?*

I participated in a one-on-one mock interview and a coaching session, which helped me present myself more effectively in a professional context. I learned how to showcase the diversity of my skills and background in a cohesive way, highlighting my broad knowledge without appearing unfocused. It also strengthened my confidence in my ability to perform at a high professional level in Europe, just as I did in my home country.

*Did GBSB Global connect you with companies or introduce you to recruiters? If so, how did this support help you secure your internship?*

The Career Services team made considerable efforts to connect me with companies offering roles aligned with my profile. One of these connections progressed to the interview stage. However, differences in vision and working style ultimately meant that the collaboration did not move forward.

*In what ways did the support you received influence your confidence and readiness during the internship search?*

I gained the confidence to apply consistently and perform effectively in interviews by adopting a structured and targeted approach, understanding relevant industry keywords, and learning how to present my CV at its best. Additionally, knowing that not receiving responses to many applications is a natural part of the process helped me stay persistent and motivated.

*Can you describe your internship role and key responsibilities?*

I was hired as a Marketing Intern (User Acquisition Executive) and was treated as a valuable member of the team from the very first day. My primary responsibility involved managing Meta advertising campaigns. I also applied my creative skills to develop UGC ads and optimize App Store product pages, including designing screenshots and icons and conducting A/B tests.

*Which technical or soft skills did you develop or improve during your internship?*

Since it was my first hands-on experience working with paid advertising platforms, gaining real-world exposure to managing creatives on Meta Ads was particularly valuable. I learned how to write, test, and select high-performing advertisements based on target audiences and key performance indicators (KPIs).

*How did the full-time job offer come about? What was the transition process from internship to employment like?*

I expressed my interest in the role and my availability, as I felt that the company was seeking someone with a similar level of experience and professional perspective. After some time, they informed me that they had decided to hire me.

*In what ways did your experiences at GBSB Global prepare or position you for this opportunity?*

The support provided by GBSB Global's career advisors played a crucial role in helping me secure an internship. Ultimately, this experience became a key stepping stone toward receiving a job offer, as it emerged directly from the internship opportunity.

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

As this is my first professional experience within the European Union, being taken seriously by the team and having my decisions valued has been extremely meaningful. This role is an important stepping stone toward long-term growth. It's helping me build confidence and strengthen my self-esteem as I prepare for future managerial positions.

*What are your long-term career goals, and which skills or experiences do you hope to develop in this new role?*

I have already gained substantial knowledge and practical experience working with App Store optimization, Meta, and TikTok platforms. Through further exposure to Google's ecosystem, including Google Ads and Firebase, I intend to develop the expertise required to progress into a senior role, followed by a managerial position, and eventually establish my own paid media advertising agency.

*What advice would you give to current students who want to make the most of their time at GBSB Global?*

I would advise them to take full advantage of the school's resources and actively embrace the opportunity to be in a new environment. They should use this chance to discover the professional world and themselves as fully as possible.

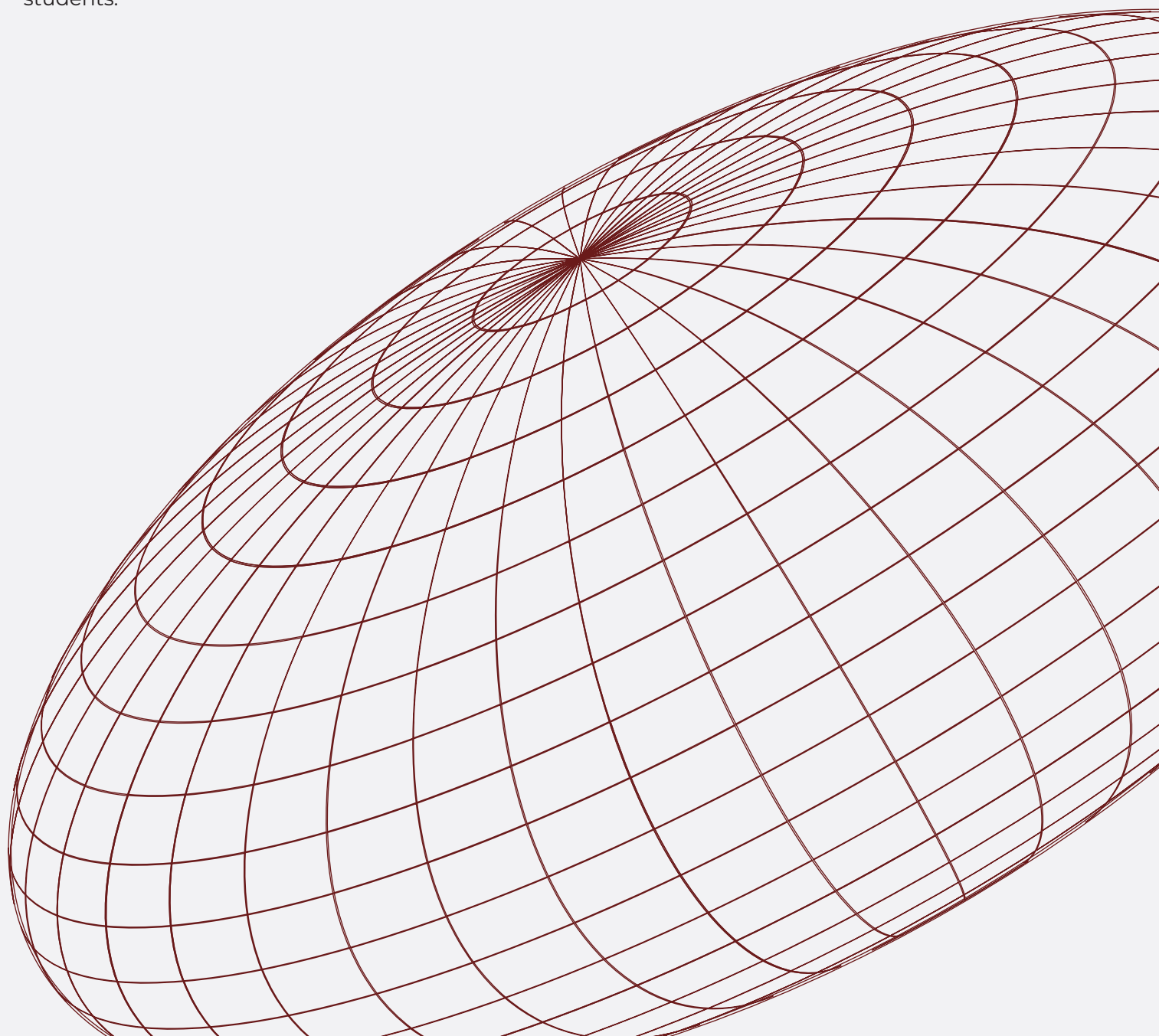
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*“From International Student to Full-Time Marketing Professional in Barcelona”*

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# Alumni Insights: Voices Beyond Numbers

The numbers in our Employment Report represent the unique stories of our graduates. They share not only how GBSB Global prepared them for a highly competitive workforce but also their success stories to inspire prospective students.





## Walaa Talat

- MA in Fashion & Luxury Business Management
- Graduated in July 2023
- Barcelona/Online Campus
- Country of Origin: Jordan

### *Where are you currently working, and where is your organization based?*

I currently work for a British health and luxury services company that operates across the UK, Jordan, and the UAE.

### *What is your current job title, and how long have you held this position? Please describe your main responsibilities and the industry in which you work.*

I am currently a Client Experience & Operational Accounts Manager, a position I have held for several years. I oversee key client accounts, coordinate operational processes, and ensure seamless service delivery for high-end insurance clients. This role requires precision, strong communication skills, and an in-depth understanding of luxury service standards—qualities that are essential in the luxury services industry, where attention to detail and client care are paramount.

### *How did your program at GBSB Global prepare you for success in your current role?*

The Master's in Fashion and Luxury Business Management program at GBSB Global significantly broadened my perspective. It helped me understand how creativity, strategy, and emotional connection work together to build successful luxury brands. As a result, I now approach my role with a stronger focus on brand alignment, storytelling, and delivering exceptional customer experiences.

### *Which courses, projects, or subjects had a significant impact on your professional development? Please provide examples of how you apply the knowledge and skills you gained.*

The Sustainability in Fashion and Luxury course significantly impacted my professional outlook. It showed me how innovation and ethical practices can shape a brand's future and inspired me to apply similar values in my work by ensuring that quality and integrity coexist in every process.

Additionally, the BIT event project in the Events Management course was a highlight of my studies. It allowed me to bring creative ideas to life and learn how to execute a vision from concept to completion.

### *Which practical skills or competencies did you develop during your studies that you now apply in your job?*

I developed strong project management, communication, and brand analysis skills. The program also strengthened my ability to think creatively while maintaining a structured and strategic mindset—a balance that I apply daily when managing client relationships and improving service experiences.

### *Which GBSB Global resources, such as career counseling, workshops, webinars, or networking opportunities, were helpful for your career development or employability?*

The Career & Alumni Program was particularly valuable in supporting my career development. It provided access to internship opportunities and career coaching sessions that helped me clarify my professional direction and prepare for future opportunities in the fashion and luxury industries.

# “From Operations to Luxury: How GBSB Global Sparked My Transition into the World of Fashion”

*What advice would you give to current students as they prepare to enter the workforce? What strategies or mindsets contributed to your success?*

Stay curious and open-minded. The fashion and luxury world values authenticity, creativity, and courage. Do not be afraid to express your individuality through your work and ideas—that is what will set you apart. Build meaningful connections, remain consistent, and trust the timing of your journey.

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

The program contributed to both my personal and professional growth. It gave me the confidence to believe in my vision and pursue my ambition of entering the fashion and luxury industry. It taught me that success is about more than achievement; it's also about finding purpose and building a life that reflects your passion.

*Is there anything else you would like to share about your career journey? In what ways has the program influenced your success?*

The program at GBSB Global played a key role in shaping the next chapter of my career. It gave me the confidence and clarity to transition from operations into the world of fashion and luxury—an area I have always been passionate about. The school's international environment, creative energy, and forward-thinking approach inspired me to dream bigger and start building a career in the luxury fashion industry, eventually working—and creating—within it.





**Maria Alexeeva**

- MA in Communication and Future Marketing
- Graduated in December 2024
- BA in Business Administration and Management
- Graduated in December 2023
- Barcelona/Online Campus
- Country of Origin: Russia

*Where are you currently working, and where is the organization based?*

I currently work as an ERP Senior Business Analyst at Odoo. The organization is based in Dubai.

*How long have you been in this role? Please describe your main responsibilities and the industry in which you work.*

I joined the company as a consultant and worked in that role for one year before being promoted to Business Analyst seven months ago. In total, I have approximately 1.7 years of professional experience

My main responsibilities include project management for businesses operating in ERP environments. I lead and support business transitions to new ERP software systems, manage digital transformation initiatives, and ensure projects are delivered on time and within budget.

*How did your program at GBSB Global prepare you for success in your current role?*

My program at GBSB Global equipped me with strong critical thinking skills, the ability to analyze and solve business challenges, strategic thinking capabilities, and a deep understanding of business environments. These skills are essential for managing digital transformation projects successfully.

*Which courses, projects, or subjects had a significant impact on your professional development?*

Several areas of my studies strongly impacted on my professional growth:

- **Business mindset:** This is the most important skill I developed during my studies.
- **Problem-solving skills:** These are essential for analyzing complex business requirements.
- **FinTech courses:** These courses enhanced my creative thinking, problem-solving, and the ability to think outside the box.
- **Sales Management for B2B** strengthened my communication skills, knowledge of B2B market segmentation, and analytical abilities.
- **Corporate Finance:** My role requires accounting knowledge, and this course helps me daily when reviewing financial documents and applying financial logic.
- **Professional Development:** Supported strategic planning, investment evaluation, and long-term benefit analysis.
- **Innovative Management:** Helped me approach business challenges with a modern and adaptive mindset.

*Which practical skills or competencies did you develop during your studies that you now apply in your job?*

I developed strong problem-solving and business analysis skills, a strategic vision, public speaking confidence, and effective communication skills. I felt fully prepared when I started my job, and I continue to rely on these skills every day.



*“GBSB Global built my business mindset and supported me in reaching a position at a globally recognized company”*

*Which GBSB Global resources, such as career counseling, workshops, webinars, or networking opportunities, were helpful for your career development?*

Career counseling was particularly helpful in improving my CV and LinkedIn profile. In addition, the continuous support and encouragement from professors to stay focused and committed played an important role in my development.

*What advice would you give to current students as they prepare to enter the workforce?*

I would advise them to deeply analyze their coursework and aim 120%, not 100%, in everything they do. The more effort and commitment you invest now, the greater your future career or business will be.

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

The program significantly improved my communication skills and provided a strong support system. Being part of a community of like-minded individuals created a positive and motivating educational experience.

*Is there anything else you would like to share about your career journey? In what ways has the program influenced your success?*

I am truly grateful for my education and genuinely love my business school. GBSB Global prepared me both professionally and personally. With the continuous support of the GBSB Global community, I grew significantly and became a confident, independent, and capable individual.



**Rawan Anwar  
El-Bitar**

- Master of Science (MSc) in Management with Digital Marketing
- Barcelona/Online Campus
- Country of Origin: Lebanon
- Graduated in June/2024

### *Where are you currently working, and where is your organization based?*

I currently work with e-Impact Consulting, a marketing and business consultancy firm based in Bahrain. I have worked remotely with the organization for the past four years.

### *What is your current job title, and how long have you been in this role? Please describe your main responsibilities and the industry in which you work .*

I'm currently a Senior Marketing Executive, a position I have occupied for the past four years. I work in the digital marketing and consulting industry, primarily supporting B2B clients across fintech, technology, professional services, and commercial sectors.

In this role, I oversee the development of marketing strategies from start to finish, including research and planning, execution, optimization, and performance analysis. I manage multi-channel digital campaigns, with a strong emphasis on LinkedIn due to its effectiveness in B2B lead generation and brand positioning. My responsibilities include audience targeting, messaging frameworks, ad optimization, and building high-converting funnels tailored to decision-makers and industry-specific segments.

I also oversee performance marketing initiatives, ensuring that campaigns are data-driven, commercially aligned, and focused on delivering a measurable ROI. I optimize CRM, including automated workflows, segmentation strategies, and nurturing sequences that enhance engagement throughout the customer lifecycle.

A key aspect of my job is data reporting and market analysis. I develop dashboards, analyze audience behavior, and translate insights into strategic recommendations. I collaborate closely with international clients to strengthen their digital presence, improve lead quality, and achieve sustainable growth in competitive markets.

My approach combines creative thinking, analytical problem-solving, and hands-on execution, enabling me to deliver targeted, scalable, and performance-focused marketing solutions.

### *In what ways did your program at GBSB Global prepare you for success in your current role?*

Earning my Master of Science in Management with Digital Marketing at GBSB Global played a crucial role in building the foundation on which I now rely in my current position. The program successfully combined strategic management principles with practical digital marketing training, helping me develop both a strong analytical mindset and hands-on expertise.

The curriculum covered essential areas such as digital strategy, consumer behavior, marketing analytics, and social media management, all of which directly align with my professional responsibilities today. The program's emphasis on real-world case studies, data-driven decision-making, and emerging digital trends enabled me to confidently translate academic concepts into actionable B2B marketing strategies.

One of the most valuable aspects of the program was its international and collaborative learning environment. Collaborating with peers from various industries and cultural backgrounds strengthened my ability to communicate effectively, manage multicultural projects, and understand global markets—skills that have been essential when working with international clients.

Overall, the program provided me with not only technical expertise but also strategic thinking, adaptability, and a results-oriented mindset, all of which have been key to my professional success.

### *What practical skills or competencies did you develop during your studies that you now apply in your job?*

During my studies at GBSB Global, I developed a strong set of practical skills that I use in my current role, including:

- **Strategic Planning and Campaign Structuring** – Designing data-driven marketing strategies, mapping customer journeys, and executing structured multi-channel campaigns.
- **Data Analysis and Performance Measurement** – Analyzing metrics, building dashboards, identifying trends, and optimizing campaigns based on insights.
- **CRM Management and Automation** – Creating workflows, segmentation strategies, and nurturing sequences to improve engagement and retention.
- **Content Strategy and SEO Fundamentals** – Crafting targeted messaging, improving organic visibility, and strengthening digital brand presence.
- **Cross-Cultural Communication and Collaboration** – Working effectively with diverse teams and international clients across different markets.

This program provided a balanced blend of technical expertise and soft skills, preparing me for a fast-paced, performance-driven marketing environment.

### *Which GBSB Global resources helped you develop your career?*

Although I completed my program remotely, GBSB Global offered a wide range of accessible and impactful career resources. The most influential were career counseling and networking opportunities.

The career counseling I received provided personalized guidance that helped me refine my professional profile, strengthen my CV, and navigate the marketing industry strategically. Even in a remote setting, the support was tailored, practical, and highly effective.

The virtual and international networking opportunities allowed me to connect with peers, alumni, and professionals from diverse backgrounds. These interactions broadened my perspective, enhanced my communication skills, and strengthened my confidence and employability.

While workshops and webinars were also valuable, career counseling and networking were the most instrumental to my professional growth.

### *Which courses, projects, or subjects had a significant impact on your professional development?*

Several courses from my Master's program had a direct and lasting impact on my professional development, particularly:

- **E-Commerce and Digital Customer Loyalty.** This course deepened my understanding of customer behavior, loyalty drivers, and retention strategies. I regularly apply these principles when designing CRM strategies, nurturing flows, and segmentation models that support long-term engagement and improved lifecycle performance.
- **Web and Mobile Marketing.** This course shaped how I structure and execute integrated digital strategies. It strengthened my skills in SEO, content optimization, mobile user experience, and cross-platform campaign planning. These are capabilities that I use daily when managing LinkedIn and multi-channel B2B campaigns.
- **Digital Transformation, Innovation, and Technology.** This course provided a strategic perspective on how technology influences modern businesses and marketing ecosystems. It enhanced my ability to work with automation tools, CRM platforms, data dashboards, and emerging technologies. This allows me to deliver efficient, scalable, and future-focused marketing solutions.

Collectively, these courses have influenced the way I think, plan, and execute.

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*“Learning, Leading,  
and Growing: My  
Story as a Marketing  
Professional Shaped  
by GBSB Global”*

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### *What advice would you give to students who are preparing to enter the workforce?*

I would tell them to approach this phase with curiosity, courage, and confidence. The transition into the professional world can be overwhelming, but it is also one of the most exciting periods of growth.

Stay open to learning. Industries evolve rapidly, and adaptability is what sets successful professionals apart. Treat every project and challenge as an opportunity to learn and improve.

Create your own opportunities. Don't wait for the perfect role—build experience through internships, volunteering, side projects, and collaborations. Every experience contributes to your long-term growth.

Build meaningful connections. Even in remote environments, networking with classmates, alumni, and professionals can open unexpected doors. Many career opportunities begin with genuine conversations.

Most importantly, focus on making an impact rather than completing tasks. When you approach your work with purpose, ownership, and creativity, you will naturally stand out.

Trust your abilities, step beyond your comfort zone, and believe in your journey.

### *Beyond professional skills, how did the program contribute to your personal growth?*

The program significantly shaped my personal development beyond technical knowledge. Studying remotely strengthened my self-discipline, time management, and independence—skills that continue to guide me in balancing responsibilities and approaching challenges.

The international learning environment helped me build confidence in communicating ideas, contributing to discussions, and presenting them in a global context. It also enhanced my adaptability and cultural awareness, both of which are essential when working with international clients.

Overall, the program helped me grow into a more confident, resilient, and globally minded professional.

### *Is there anything else you would like to share?*

What stands out most in my career journey is how the program helped me develop the mindset and confidence to grow professionally. GBSB Global equipped me with the ability to think strategically, work internationally, and continuously push beyond my comfort zone.

The program did more than teach digital marketing; it taught me how to navigate a fast-paced, global industry with resilience, curiosity, and purpose. The balance between academic structure and real-world relevance made the transition from student to professional seamless.

In hindsight, every project and discussion prepared me for real-world responsibilities, especially in international and remote B2B environments. This program played a pivotal role in shaping my success, and its lessons continue to guide my career growth.



## Jasdeep Singh

- Master of Science (MSc) in Sports Management
- Barcelona Campus
- Country of Origin: India
- Graduated in July 2024

### *Where are you currently working, and where is your organization based?*

I currently work at AIM Sport, which is headquartered in Madrid.

### *What is your current job title, and how long have you been in this role? Please describe your main responsibilities and the industry in which you work.*

I'm a Planning Manager at AIM Sport, and I've been in this role for about a year. AIM Sport operates within European football and collaborates with clubs from Spain, France, Switzerland, and the Premier League, as well as with UEFA and FIFA. My responsibilities include overseeing operations and crew planning, managing travel and logistics, coordinating with freelancers and club managers, and ensuring our team delivers every project efficiently.

### *In what ways did your program at GBSB Global prepare you for success in your current role?*

It gave me a strong foundation in how the sports industry functions. It helped me understand the various career paths within the sector and envision where I could fit in the future. The stadium site visits were especially motivating — they sparked my passion for working in the world of sports and made me feel more connected to the industry.

### *Which courses, projects, or subjects had a significant impact on your professional development? Please provide examples of how you apply the knowledge or skills you gained.*

The site visit to RCD Espanyol had a huge impact on me. It provided deep insight into how a football club operates behind the scenes. This experience motivated me and many of my classmates, and it helped us understand the reality of club management and operations.

### *Which practical skills or competencies did you develop during your studies that you now apply in your job?*

One of the most valuable lessons I learned in school was the importance of persistence and curiosity. Staying connected with people, learning from them, and continuously gaining knowledge helped me get closer to my dream job in the sports industry — and I still use these skills every day.

### *Did you participate in internships or hands-on projects during your program? How did these experiences prepare you for the workforce?*

Yes, I worked with the Andrés Gimeno Tennis Club, a local padel sports organization in Barcelona. This experience gave me practical knowledge about how clubs manage their online presence and SEO strategies. I also helped them explore collaborations with Indian padel organizations, which taught me how sports businesses plan their expansion.

*Which GBSB Global resources, such as career counseling, workshops, webinars, or networking opportunities, were helpful for your career development or employability?*

For me, the greatest support came directly from my professors. Their guidance, experience, and industry insights were more important to my career development than any formal resources.

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*“Dream jobs are real — all it takes is consistent effort”*

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*What advice would you give to current students as they prepare to enter the workforce? Which strategies or mindsets contributed to your success?*

My biggest piece of advice is to stay active and engaged. Talk to your professors, stay connected with GBSB for internship opportunities, and most importantly, be very active on LinkedIn. It's a powerful platform for understanding the sports industry, discovering companies, connecting with professionals, and learning insider knowledge that will help you shape your path and eventually become a part of the industry.

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

On a personal level, the program made me more confident and fearless. It pushed me out of my comfort zone and helped me grow in ways that go beyond academics.





***G - Accelerator***

# **Resident's Interview**



# Founders of WARDA – Cross-Border B2B Trade Platform



**Mostafa Ahmed**

- Master of Business Administration (MBA) – Barcelona Campus
- Country of Origin: Egypt
- Graduated in December 2025



**Sai Nitish Muthyala**

- Master of Business Administration (MBA) – Barcelona Campus
- Country of Origin: India
- Graduated in March 2026

## *Please introduce yourselves and tell us what brought you to GBSB Global.*

**Mostafa:** My name is Mostafa Ahmed, I am an MBA graduate of GBSB Global Business School in Barcelona, , as well as the founder of WARDA. I have a professional background in relationship management, sales, and banking. . In these roles, I worked closely with diverse client portfolios across multiple industries. I was inspired to attend GBSB Global because of its international environment, practical approach to business education, and strong focus on entrepreneurship and innovation. I made the strategic decision to relocate to Barcelona to pursue my MBA in order to gain global exposure, challenge myself professionally, and build a meaningful venture alongside my academic journey.

**Sai:** My name is Sai Nitish, and I am from India. After completing my Master's degree and working in IT in the US, I gained a strong analytical foundation. However, I eventually felt the need to bridge the gap between technology and business leadership.

I moved to Barcelona to pursue my MBA at GBSB Global because I wanted a program that went beyond textbooks - one that focused on real-world innovation and global business. I was inspired by the school's focus on digital innovation and entrepreneurship. Barcelona is a hub for creators, and I wanted an MBA program that matched the dynamism and forward-thinking nature of the industry I aim to enter.

## *How did you first learn about the G-Accelerator Impact Call Program, and what motivated you to participate?*

**Mostafa:** I learned about the G-Accelerator Impact Call Program through GBSB Global faculty and internal communications that highlight entrepreneurial initiatives for students. I was motivated to participate by the program's hands-on structure and its emphasis on transforming early-stage ideas into structured, market-ready ventures. At the time, WARDA was still an evolving concept, and I was looking for expert guidance, honest feedback, and a clear framework to validate and refine the idea. The G-Accelerator provided exactly that environment.

**Sai:** I learned about the program through the GBSB Global community during my studies. I was motivated by the desire to apply my classroom learning to the real world. I didn't just want a degree; I wanted to launch a viable venture. The G-Accelerator Impact Call Program was the next logical step for validating my business model and gaining the mentorship necessary for transitioning from a student project to an investor-ready startup.

### *How would you describe your overall experience with the G-Accelerator program?*

**Mostafa:** My experience has been highly valuable and transformative. The program offered a supportive yet challenging environment in which assumptions were tested, ideas were refined, and decisions were based on real-world feasibility. Engaging with mentors and industry professionals helped me transition from intuition-based thinking to structured, strategic decision-making. As a result, WARDA gained greater clarity, credibility, and direction.

**Sai:** It was a grounding experience. Coming from IT, I'm used to problems with binary solutions, code either runs or it doesn't. Entrepreneurship is not like that. The G-Accelerator forced me to get comfortable with ambiguity. The mentorship helped me do more than polish a pitch deck; it challenged me to fundamentally rethink my business model and unit economics. It bridged the gap between my technical skills and the commercial reality of running a startup.

### *Briefly describe your business. How did the idea originate, and what sparked its creation?*

**Mostafa:** WARDA is a B2B cross-border trade platform designed to simplify sourcing and transactions between suppliers in Egypt and buyers in Spain. We are starting with the hospitality sector and will gradually expand into bilateral trade between MENA and EMEA markets. I came up with the idea when I left my banking job and moved to Barcelona to start my MBA. Through my previous experience, I had been exposed to international clients, trade-related transactions, and recurring challenges in cross-border sourcing. While exploring the possibility of starting a small international trading activity alongside my studies, I experienced the operational complexity, lack of transparency, and inefficiencies firsthand. Rather than focusing solely on executing individual deals, I became interested in addressing the broader structural problem. This marked the beginning of WARDA's journey, which was progressively refined and shaped, particularly through the support and structured guidance of the G-Accelerator program.

**Sai:** WARDA is a digital platform designed to create a secure sourcing pipeline between Egyptian factories and Spanish small-to-medium businesses (SMBs), such as hotels, wholesalers, and boutique retailers. We identified a significant market gap: while Spain has high demand for quality textiles and goods, the supply chain from emerging markets like Egypt often lacks transparency and trust for smaller buyers. WARDA was created to solve this problem by acting as a bridge by handling quality checks, documentation, and payment escrow to make cross-border sourcing seamless and secure.

### *In what ways has the G-Accelerator impact call program supported you in developing your project?*

**Mostafa:** The program played a critical role in transforming WARDA from an initial idea into a structured and credible business concept. Through mentorship, workshops, and feedback sessions, I was able to validate the problem, refine the value proposition, and develop realistic business and financial models. The program also strengthened my understanding of scalability, investor expectations, and effective communication. These skills were essential in positioning WARDA as a viable early-stage venture.

**Sai:** The G-Accelerator Impact Call Program helped me refine the operational side of WARDA. Initially, I had a broad concept of connecting markets. The program helped me drill down into the specifics, such as defining the logistics of the 'high-trust' model, structuring the payment escrow features, and identifying exactly our early adopters (the Spanish SMBs). It transformed a high-level idea into a structured, executable business plan.

### *What is your company's mission?*

**Mostafa:** WARDA's mission is to bridge the trading gap between emerging and developed markets by simplifying, clarifying, and making more accessible cross-border B2B trade. Our goal is to reduce friction, build trust, and foster sustainable international business relationships for buyers and suppliers alike.

**Sai:** Our mission is to democratize access to global sourcing. We aim to empower Spanish SMBs to access high-quality production in Egypt without the usual risks of international trade. At the same time, we provide Egyptian manufacturers with a reliable pathway to the European market.

### *What are the next steps or future plans for your project?*

**Mostafa:** For WARDA, the next steps focus on validating the MVP through initial transactions, onboarding vetted suppliers and buyers, and strengthening strategic partnerships across logistics, compliance, and payment services. In the short term, our priority is the Egypt–Spain hospitality corridor, followed by expansion into additional European markets and adjacent product categories. The long-term vision is to evolve WARDA into a scalable digital trade platform that supports multiple trade corridors and sectors.

**Sai:** We are currently validating our MVP with a strict focus on the trade corridor between Egypt and Spain. Our immediate goal is to prove our logistics and trust model in this specific lane. However, the long-term vision is to replicate this success in other regions. Once we have established ourselves there, we plan to expand our supply network into other parts of the MENA region and open up access to buyers across the rest of Europe. This will effectively create a multi-regional bridge for global trade.

### *Did participating in the G-Accelerator Impact Call Program help you grow as an entrepreneur? If so, how?*

**Mostafa:** Yes, significantly. The program contributed greatly to my development as an entrepreneur. It enhanced my strategic thinking, strengthened my ability to realistically assess risks, and improved my capacity to translate ideas into actionable execution plans.

Most importantly, the program helped me build confidence in navigating uncertainty, engaging stakeholders, and developing a venture with a clear long-term vision that is grounded in real market needs.

**Sai:** Absolutely. Coming from an IT background, I was comfortable with the 'product' side of things, but this program pushed me to grow as a business strategist. It challenged me to consider economics, customer acquisition costs, and investor relations. It shifted my perspective from building a platform to building a business. Now, I think like a founder who is focused on value creation, scalability, and risk management.

# Founders of SANYA



**Natalia Leon-Giner**

- G-Accelerator Impact Call Program
- Country of Origin: French and Ecuadorian Mix
- Graduated in January 2026



**Alia Tarek, Aiyem Ten**

- Academic Program Completed at GBSB Global: Master of Arts in Marketing and Future Communications
- Graduated in June 2025
- Country of Origin: Egypt/Kyrgyzstan

## *Please introduce yourselves and tell us what brought you to GBSB Global.*

**Natalia:** My name is Natalia. I am half Ecuadorian and French, but grew up in seven countries, which has shaped my global perspective and adaptability. I have a professional background in tech sales and I am committed to combining my skill set with my passion for wellness and creating a positive impact on people's lives. I joined the program as a late entrant in September 2025, a pivotal time for SANYA as it underwent significant transformation and faced challenges. I met my co-founder, Alia, at a sunrise meditation event called ShowUp, where we connected on a personal and purpose-driven level and shared our perspectives, experiences and challenges of our life as expats. A defining question during that encounter started my journey with SANYA— "If you never had to worry about finances ever again, or focus on societal norms, what would you do with your life?"- This question revealed a strong alignment of our values and vision.

**Alia:** My name is Alia and alongside my partner Aiyem, I founded SANYA, our wellness app startup. I first joined GBSB Global because I wanted to develop skills and gain more confidence in the real world. It was also important to surround myself with like-minded people and an international and entrepreneurial environment. What attracted me most was the focus on learning practical knowledge that would help me succeed in the real world.

## *How did you first learn about the G-Accelerator Impact Call Program, and what motivated you to participate?*

**Natalia:** I learned about the program through a conversation with Alia after the meditation event. We realized that we share a clear purpose: to genuinely support people's well-being, build confidence, and foster supportive communities, while moving away from overly commercialized wellness models. It was also at this time that SANYA's strengths and requirements for successful development became apparent (the original application focused solely on the development of athletes). Seeing how our expertise complemented each other's, Alia contacted GBSB Global to formally include me as a co-founder alongside our other co-founder Aiyem, marking the beginning of our collaboration.

**Alia:** I first heard about the G-Accelerator through the school. I. To be transparent, I initially thought it wasn't for me. I didn't see myself becoming an entrepreneur and building something of my own. However, as I let the idea simmer, I suddenly found myself inspired and motivated to shift my perspective completely and delve headfirst into the world of innovation to create something that I could call my own. I immediately knew what my business idea would be, and this is when SANYA was born.

### *How would you describe your experience in the G-Accelerator program overall?*

**Natalia:** There's a quote that perfectly describes my experience and has reframed my perspective, thanks to this program: "Fear is a mile wide, but an inch deep." Sometimes, our greatest limitations often come from our mindset, and we need to remind ourselves that our mind is naturally designed for survival, not success. This program encouraged me to move beyond these internal barriers.

**Alia:** It has truly been one of the most valuable and hands-on learning experiences. Without all the guidance and support we received, I don't think I would've had the confidence to take that step. Breaking down milestones into smaller actions and steps, made them a lot less overwhelming. Suddenly, everything felt very reachable and doable, and it no longer seemed ridiculous for me to build something that could bring value to the world.

### *Briefly describe your business. How did the idea originate, and what sparked its creation?*

**Natalia:** SANYA originally started as a digital wellness app designed specifically for athletes. As of September 2025, it is now a digital wellness platform designed to support busy professionals and expats in managing their mental, physical, and emotional well-being in high-pressure, fast-paced environments, while helping them integrate into different communities.

This transformation came from our shared personal experience as founders who have dealt with the stress, burnout, and lifestyle transitions while living and working abroad. We personally recognized the gap between overly commercialized wellness solutions and genuinely accessible, holistic support. SANYA now offers practical, human-centered tools and community-driven experiences on one platform, empowering users to build sustainable well-being, confidence, and balance in their everyday lives.

**Alia:** SANYA is a wellness platform designed to help people build sustainable habits, around their lifestyles and goals, that improve their well-being. We came up with the idea after noticing how overwhelming the wellness space can be, especially for expats who are already going through a major transitional phase. There's so much information out there, but it's often scattered and difficult to implement in real life. I wanted to create something that simplifies well-being and helps people build small habits that actually fit into their everyday lives. It is supported by human coaching and is very community-focused to ensure we eliminate the feeling of isolation that comes with starting over in a new environment.

### *In what ways has the G-Accelerator supported you in developing your project?*

**Natalia:** I've had the great privilege of receiving a useful education, supportive mentorship, and the opportunity to expand my network. The program challenged me to question my assumptions, step outside of my comfort zone, and adopt a continuous learner's mindset. These challenges naturally led to effective collaboration with my teammates while embracing moments of change and redirection. We worked within structured time frames and met deadlines that significantly evolved SANYA over three months. The program accelerated SANYA's development and pushed me to confront self-doubt, think strategically, and focus on clearly defined goals. "Learning is a lifelong lesson," and GBSB Global School truly exemplified this.

**Alia:** The biggest support has been the one-on-one mentorship, and the variety of essential tools we were given to feel confident in our knowledge of relevant topics. This support helped me refine the concept, think more strategically about the business model, and understand how to present the idea clearly. The mentorship also gave me the confidence to move forward with the project and start building it more seriously.

### *What is your company's mission?*

**Natalia:** SANYA's mission is to redefine how well-being is integrated into daily life, particularly for those navigating demanding careers and constant change. We want to provide practical, trusted, and human-led guidance and spaces that help individuals strengthen self-awareness, confidence, and long-term resilience. SANYA is redefining what well-being can be: personal, guided, and never alone.

### *What are the next steps or future plans for your project?*

**Natalia:** We will focus on scaling the platform in a sustainable and impact-driven way. This includes refining the offerings based on user feedback, strengthening partnerships with wellness experts and corporate collaborators, and expanding our community-driven programs. In parallel, we aim to further explore strategic distribution channels, and position SANYA for long-term growth. If you're wondering about we'll achieve this, just remember: a magician never reveals his secrets, but we are very excited to see our journey unfold!

**Alia:** The mission of SANYA is to make wellness more sustainable and accessible. Rather than focusing on extreme lifestyle changes, we aim to help people take small moments throughout the day to care for themselves and develop lasting habits.

### *What are the next steps or future plans for your project?*

**Alia:** Right now, we're focusing on launching the first version of the platform and testing it with early users. On March 10, we will begin a beta phase to gather feedback and improve the user experience. Our goal is to continue developing the product while building a community around sustainable well-being.

### *Did participating in the G-Accelerator Impact Call Program help you grow as entrepreneur? If so, how?*

**Natalia:** Participating in the G-Accelerator Impact Call Program significantly contributed to my growth as an entrepreneur! The program strengthened my ability to think strategically under pressure, validate ideas quickly, and translate vision into structured execution. Through consistent feedback, peer discussions, and real-time problem-solving, I learned to make more confident decisions, adapt quickly to change, and approach challenges with a solution-oriented mindset. The program reinforced the importance of resilience, self-awareness, and disciplined action—foundational skills for my journey.

**Alia:** Definitely! The program completely changed my perspective and gave me a huge confidence boost. I now feel equipped and knowledgeable enough to enter the entrepreneurial world. Definitely! The program helped me transform an idea into a business. It pushed me to consider things like strategy, validation, and long-term vision. It also gave me the opportunity to connect with mentors and other entrepreneurs, which has been really inspiring.

# Co-Founders of Adventours



## Alessia Kammerer

- Academic Program Completed: Bachelor (B.A.) of Business Administration and Digital Innovation with Digital Communication & PR
- Campus: Online
- Country of Origin: Austria/Italy
- Graduation Date (Month/Year): April 2025



## Patrick Kammerer

- Academic Program Completed: Filmmaking
- Campus: Rome
- Country of Origin: Austria/Italy

### *Please introduce yourself. What inspired you to join GBSB Global?*

**Alessia:** My name is Alessia, I am half Italian and half Austrian, and the co-founder of Adventours. I grew up in a very international environment, and from a young age I was passionate about traveling, discovering new cultures, and exploring the world. This curiosity led me to live abroad in several countries before eventually settling in Spain. Because of my lifestyle and the flexibility I needed, I wanted an online university that still offered strong academic foundations in business and innovation. That's how I came across GBSB Global. The program fit perfectly with my goals, so I decided to pursue my bachelor's degree there.

**Patrick:** My name is Patrick, I am half Italian and half Austrian, and the co-founder of Adventours. My background is rooted in filmmaking, digital creativity, and exploration, all things that push you to rethink how people experience the world. I originally found out about GBSB through Alessia, since she was studying at the university at the time. What stood out to me was the school's focus on innovation, digital business, and entrepreneurship and an environment built for people who want to create. The ecosystem resonated with the direction I wanted to take as a founder.

### *How did you first learn about the G-Accelerator Impact Call Program, and what motivated you to participate?*

**Alessia:** I always knew that I wanted to become an entrepreneur and eventually build my own business. So when I discovered that GBSB offered the G-Accelerator Impact Call Program, I was immediately convinced it was the right opportunity for me. At that time, the idea I had was completely different from what Adventours is today, but I knew I needed guidance and support to shape it properly. What truly motivated me was the chance to work closely with experts and mentors and to learn, step by step, what it actually means to build a business from scratch.

**Patrick:** I'd always wanted to found my own business and create something focused on exploration, creativity and storytelling, so when the idea for Adventours started forming, the G-Accelerator immediately stood out as a place where ambitious concepts are pushed and challenged. I joined because I saw a chance to take an early, raw idea and refine it in an entrepreneurial environment. The program forced us to think bigger and more strategically. The mentoring, the community and the structure played a major role in turning Adventours from a loose concept into a viable project.

### *How would you describe your overall experience throughout the G-Accelerator journey?*

**Alessia:** For me, the G-Accelerator was a very intense experience, in the best way possible.

**Patrick:** The G-Accelerator was challenging in all the right ways.

You need to be extremely motivated and genuinely believe in what you're building, because the program pushes you to think critically and work hard. It also opens a lot of doors and connects you with people who can truly guide and inspire you. One of the highlights for me was our mentor. I really valued her knowledge and expertise, and the mentoring sessions became one of the most important parts of the journey. They helped us structure our thoughts, refine our vision, and move forward with confidence.

Coming from a creative background, I wanted to understand the business side behind building something scalable. The program delivered exactly that. It demanded discipline, clarity, and consistency, and it gave me a structured understanding of how ideas evolve into real companies. It was a challenging experience, but it helped me improve and grow as a co-founder.

### *Briefly describe your business. How did the idea originate, and what sparked its creation?*

**Alessia:** Adventours is a self-guided exploration app designed to help people discover cities, hidden gems, and natural environments through immersive storytelling and interactive routes. The idea originated from our own travel experiences. We always traveled a lot, and as part of Gen Z, I noticed a clear gap in the market: traditional tours felt boring and repetitive, while creating my own itinerary took hours of research and preparation. I wanted something engaging, fun, and simple, something that didn't exist.

Originally, the concept was completely physical. I imagined a scavenger-hunt-style tour with envelopes, clues, and surprises that guided people through a city. But when Patrick joined the idea, his creativity helped elevate the vision. Together, we transformed the physical concept into a much more powerful digital experience, combining technology, storytelling, and interactive exploration. That's how Adventours, as it is today, was born, a blend of both our perspectives and passions.

**Patrick:** What excited me about Adventours was the opportunity to reinvent how people explore the world. While the original idea was mainly directed towards physical self-guided tours, it quickly evolved into a more interactive direction: something that merges narrative, technology, real-world exploration and discovery. I've always worked in a creative field, focused on innovation and storytelling and by working together, the original physical scavenger-hunt idea turned into a full digital adventure platform that brings exploration to a completely new level.

### *In what ways has the G-Accelerator supported you through the development of your project?*

**Alessia:** The G-Accelerator pushed us to do an incredible amount of research and really understand how the market works. It forced us to validate our assumptions, analyze our target users, and look at our idea from every possible angle. The program gave us structure, something that is extremely important when you're building a business from scratch. The mentoring sessions were especially helpful, because they guided us in taking the right steps at the right time and helped us refine Adventours into a much stronger and more realistic project.

**Patrick:** The program gave us the structure needed to refine a creative idea into a business with real potential. It forced us to analyze the market, understand our users, and break the project into strategic, executable steps. The feedback loops with our mentor were crucial: each session pushed us to rethink assumptions and strengthen the foundation. For me personally, the G-Accelerator provided clarity. It translated creativity into strategy and helped shape Adventours into a project that aligns with both user needs and long-term scalability.

### *What is your company's mission?*

Our mission with Adventours is to redefine the way people explore the world by making travel more meaningful, accessible, and sustainable. We want to inspire curiosity, encourage movement, and help people discover both iconic sights and hidden places in a fun, interactive, and personalized way.

At its core, Adventours aims to create experiences that blend exploration, storytelling, and education, allowing users to connect with their surroundings, learn something new, and enjoy the journey at their own pace.

We want to change the traditional, rigid model of tourism and replace it with an experience that feels modern, engaging, and crafted for the new generation of explorers.

### *What are the next steps or future plans for your project?*

We experienced some delays due to the complexity of the app development process, but we are now fully back on track and moving forward with a clear timeline. Our MVP is set to launch in March 2026, and we're working hard to bring all the planned features and experiences to life.

We will begin by launching Adventours in Valencia and Barcelona, two cities that perfectly represent the type of exploration we want to offer. From there, our goal is to expand step by step into additional destinations and continue building a platform that grows with our users. We have many exciting developments planned, and we're committed to delivering a high-quality, engaging experience from day one.

### *Did participating in the G-Accelerator Impact Call Program contribute to your growth as an entrepreneur? If so, how?*

**Alessia:** It definitely did. For me, the G-Accelerator was the perfect opportunity to learn, make mistakes, and apply that knowledge immediately to a real project. It pushed me to think more critically, take responsibility for decisions, and understand the market on a much deeper level. The program helped me grow both in confidence and in my ability to navigate the early stages of building a business.

**Patrick:** Absolutely! I learned a lot throughout the program. It gave me a real understanding of what it takes to build a company: the discipline, the research, and the strategic decision-making. It expanded my perspective and helped me develop more advanced skills needed in building a business from the ground up.

# Founder of Datture



**Paula Fuster**

- IMPULS AGRITECH
- Country of Origin: Spain
- Graduated in December 2025

## *Please introduce yourself. What inspired you to join GBSB Global?*

My name is Paula, and I am an agronomic engineer with a longstanding curiosity about improving the agricultural sector beyond its purely technical aspects. Throughout my education and professional experience, I realized that many of the sector's challenges are related not only to farming itself, but also to management, decision-making, and the lack of tools truly adapted to farmers' day-to-day realities.

I joined GBSB Global because I was looking for an environment where I could develop my entrepreneurial and technological interests. I wanted to complement my technical background with a strong business perspective, surround myself with innovative minds, and learn how to turn ideas into real, impactful projects. GBSB Global offered the perfect balance of strategic vision, innovation, and practical application.

## *How would you describe your overall experience throughout the G-Accelerator program?*

It was an intense but deeply enriching experience. From day one, the G-Accelerator pushes you out of your comfort zone, challenges your assumptions, and forces you to face the realities of entrepreneurship. It is not an easy journey, but it is an honest one.

For me, it has been a continuous learning process—not only technically and strategically, but personally as well. I have learned to better structure my ideas, prioritize effectively, embrace feedback, and make decisions with greater confidence. The supportive community and constant encouragement throughout the program have made a real difference.

## *How did you first learn about the G-Accelerator Impact Call Program, and what motivated you to participate?*

I first learned about the IMPULS AGRITECH program through GBSB Global, but also through the ecosystem supporting it, particularly IRTA, the Xarxa AgriTech, and the support of the Department of Enterprise and Labor of the Generalitat de Catalunya. Seeing these institutions aligned within the same initiative gave me a great deal of confidence from the very beginning.

I was motivated to participate because I felt that this was a real opportunity to develop a project with direct impact on the agri-food sector, within a program that truly understands its specific challenges. It's not just about entrepreneurship; it's about building something meaningful, with expert guidance and a clear focus on solving real problems in the territory and within the sector.

## *Briefly describe your business. How did the idea originate, and what sparked its creation?*

Datture was born from my direct experience as an agronomic engineer and from observing the agricultural sector's daily reality. Farmers often face not only production-related challenges, as well as an overwhelming bureaucratic burden, repetitive tasks, and administrative processes that consume time and energy that could be spent on more important matters.

Datture aims to simplify farmers' lives by using data analysis and predictive tools to automate tasks, reduce bureaucracy, and improve decision-making. Our goal is to transform complex data into clear, practical insights that help build more efficient, sustainable, and resilient agricultural operations.

## *In what ways has the G-Accelerator supported you in developing your project?*

The G-Accelerator has been essential in providing structure and direction to the project. Through the program, I was able to refine my initial idea, clearly define the value proposition, and learn how to realistically bring a technological solution to market.

The personalized mentorship was especially valuable and enabled me to validate decisions, identify weaknesses, and strengthen the project's most promising aspects. Being part of an entrepreneurial community and having the support of key agri-food ecosystem institutions has also provided a much broader and more grounded perspective throughout the development process.

### *What is your company's mission?*

Datture's mission is to support a more sustainable and efficient agricultural sector by putting technology and data at the service of those working in the field. We aim to reduce the administrative workload, automate repetitive processes, and simplify decision-making. This allows farmers to produce goods in a more profitable and responsible way.

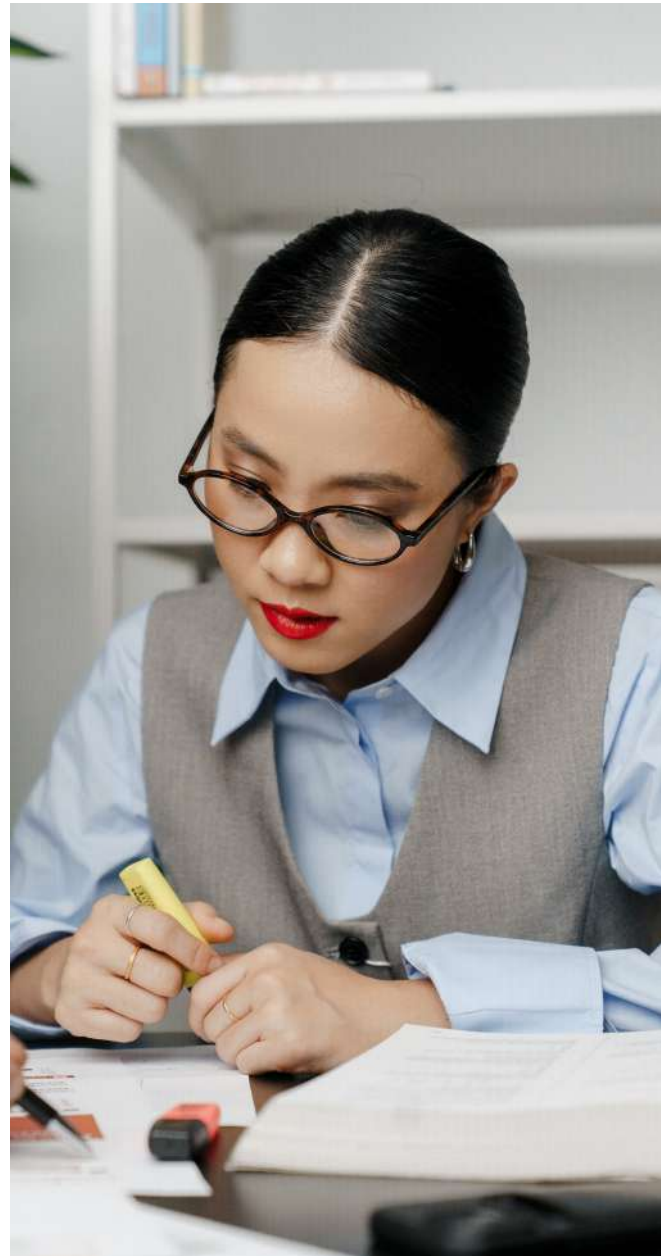
### *What are the next steps or future plans for your project?*

For Datture, the next steps involve continuing to validate the solution in real-world environments, improving the developed tools, and expanding use cases with farmers and agri-food companies. Our goal is to develop a practical, scalable solution that meets the needs of the sector, while also exploring strategic partnerships within the agritech ecosystem.

### *Did participating in the G-Accelerator Impact Call Program contribute to your growth as an entrepreneur? If so, how?*

Absolutely. The program played a key role in professional and personal growth as an entrepreneur. It helped me understand what entrepreneurship really entails, develop a more strategic mindset, and gain confidence in my decision-making abilities.

Beyond the knowledge I acquired, the G-Accelerator provided clarity, focus, and reassurance that building projects with real impact is possible when the right support and ecosystem are in place.



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*“From agronomic engineering to entrepreneurship: using data to empower sustainable agriculture.”*

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