



Tech Overview for Consortium 5/1/2025

Doug Massa, Tech Relationship Manager
Kelly Conner, Tech Relationship Manager

BerkeleyHaas

Great to meet you!

Kelly Conner



CMG Tech Relationship Manager for **E-Commerce, Hardware, Social Media/Consumer Tech, and Media/Entertainment**

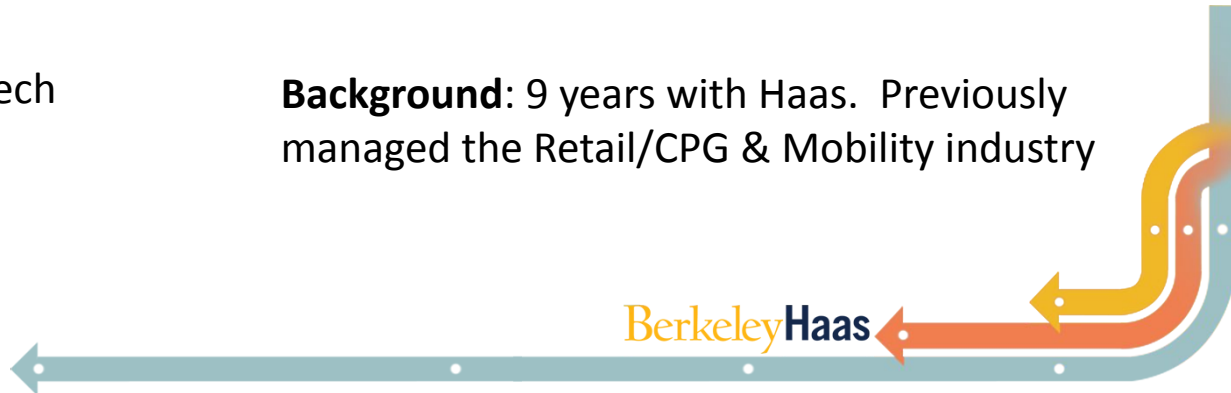
Background: 2 years at Haas. Tech Recruiter for e-Commerce.

Doug Massa



CMG Tech Relationship Manager for **Online Search, Enterprise Solutions, Fintech, and emerging industries (AI)**

Background: 9 years with Haas. Previously managed the Retail/CPG & Mobility industry



Topics

- CMG Tech Employer Relations Managers & Coverage
- Student OP Stories
- Industry Update & Trends
- What does Fall look like for 1st year students
- How to prepare for OP
- Tech Company Relationships @ Haas
- Typical MBA roles
- Q & A



CMG Technology Coverage

Ecommerce, H/W, Social Media
Kelly

Online Search, Enterprise, Fintech
Doug

E-Commerce

Amazon, Walmart

Online Search

Google (all Alphabet holdings)

Hardware/Manufacturing

Nvidia, Cisco

Enterprise Solutions

Adobe, Microsoft, Salesforce, ServiceNow

Social Media/Consumer Tech

Apple, TikTok, Meta, Samsung, LinkedIn, Intuit

Fintech

PayPal, Visa, Robinhood, Chime, Coinbase

Media/Entertainment/Gaming

Netflix, Warner Brothers Discovery, Roblox, Spotify

Emerging Industries (AI)



Daniella Bernstein '26 *(she/her)*

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- **PreHaas:** Director of Data and Evaluation at EMERGE (nonprofit); Teach for America
 - **Summer Internship:** Senior Program Manager @ Amazon
 - **Recruitment Strategy:** Coffee chats with alumni and 2Y's, workshopping storytelling with a hard pivot, ROMBA networking, attending Haas Tech conferences
 - **Ask me about:** Q@Haas, working out at RSF, recruiting for Big Tech with a nontraditional background



Isaiah Wilson '25 *(he/him)*

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- **PreHaas:** Corporate Finance, Commercial Banking @ Bank of America
 - **Summer Internship:** Finance Leadership Program - Product Owner @ ServiceNow
 - **Recruitment Strategy:** Networked with tech companies to explore opportunities for fall recruiting. Also engaged in some exploratory networking to learn about opportunities with other companies.
 - **Ask me about:** Living in Oakland (things to do, places to eat, exploring and nightlife), resources for entrepreneurship, and how to prepare before coming to campus

Industry Updates & Trends

MBA Internship Outlook

- ↓ Still a challenging hiring environment
- ↓ Less hiring for potential
- ↑ Importance of transferable skills
- ↑ Storytelling (TMAY)
- ↑ Networking

Haas Students Heading To...

- Adobe
- Amazon
- Apple
- Google
- Intuit
- ServiceNow
- TikTok
- Visa

Recruiting Timeline at Haas

Fall A (Aug-Mid Oct)

- Welcome to Haas!
- Industry Primers/ 2nd year panel discussions
- Storytelling and resume prep
- Company Presentations
- Work with CMG

Fall B (Mid Oct-Dec)

- Company presentations
- Alumni panels
- Tech networking events
- Coffee chats
- Resume drops
- Work with CMG

Spring A (Mid Jan-Mid March)

- Resume drops
- Big Tech interviews start
- Company presentations
- Alumni panels
- Know what role/target company list
- Work with CMG

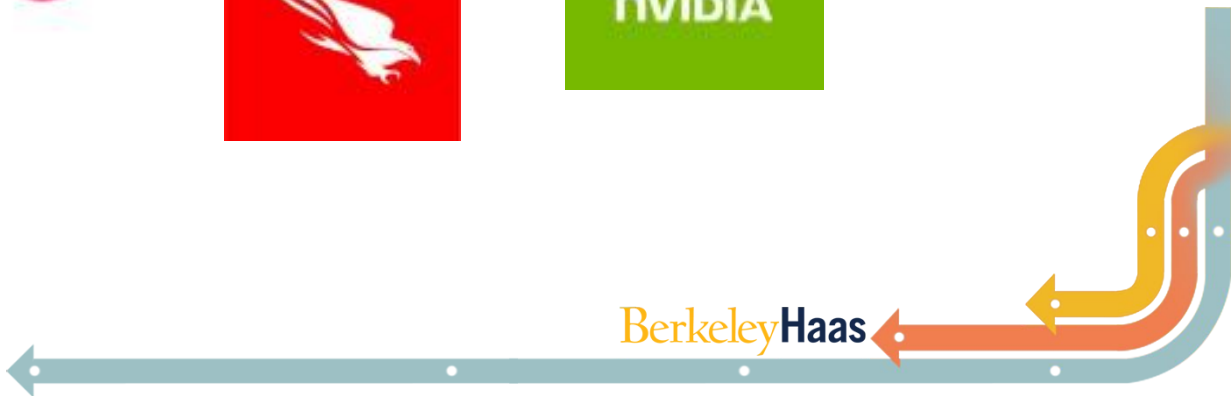
Spring B (Mid March-May)

- Refine your target list
- Network with alums
- Work with CMG
- Get offers!
- Enjoy your internship!

Haas Company Events (Virtual & On Campus)



Meta



How to Prepare for OP

- **Your main goal is to learn**
 - Learn about the companies that interest you and what roles they offer
 - Learn storytelling with employer strategy - does your story resonate?
 - Tech interviewing will happen in the fall, not at OP
- **Create a target list of companies you want to meet**
 - But be open to talking with other companies that you might not have considered
- **Get to know your classmates!**
 - Great opportunities to meet and bond with your class before school starts
 - Take advantage of the fun activities and networking events with your new friends!

Amazon 2025 Summer Internships*

- Finance Leadership Development Program (FLDP)
- Sr. Product Manager- Tech
- Sr. Product Manager (Non-Tech)
- Sr. Program Manager (Technical and Non-Tech)
- Sr. Marketing Manager
- Sr. Retail Vendor Manager
- Pathways Operations Leadership Development Program
- MBA Leadership Development Program
- HR Leadership Development Program

Note:

- Amazon will not be interviewing for these internships at Consortium

Apple 2025 Summer Internships

- AI/ML Engineering Project Manager
- Business Operations
- Supply Chain
- Product Marketing
- Program Manager
- Operations Product Development
- Product Manager

*Note: Not attending OP, but interested students should upload their resume onto the Consortium/OP resume database. Apple may post their internship on the Consortium OP site.

Tik Tok 2025 Summer Internships

- Operations
- Strategy
- Marketing
- Product Management
- Product Management - Technical

*Not attending OP that we know of

Adobe 2025 Summer Internships

- Business Operations
- Product Marketing
- Product Management
- Corporate Strategy
- Finance

*Will be at OP for info sharing only. No interviews

Google - 2025 Summer Internships

- Strategy and Operations
 - Product Management
 - Program Manager
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- TBD if Google will be at OP



Microsoft 2025 Summer Internships

- Business Operations
- Product Marketing
- Product Manager
- Customer Success
- Business Development
- Program Manager

- TBD if Microsoft is attending OP
- Some Microsoft roles are posted in August. If Microsoft is on your target company list then prepare accordingly

ServiceNow 2025 Summer Internships

- Product Management
- Product Marketing
- Finance
- Corporate Development
- Corporate Strategy

*TBD if ServiceNow will be at OP

Q&A

See You In the Fall!



Appendix

- **Key CMG Recruiting Preparation Resources**
 - **Research tools on what Tech companies are like**
 - **Job Functions and Transferable Skills**
 - **Resume/Interview/Networking Resources**
 - **Haas Offer Acceptance Deadline policy**
 - **Haas Employment Report (with Salaries) and class internship information**

Resources: Research tools on what Tech Companies are like?

- Break Into Tech consultant, Jeremy Schifeling:
 - [What are Tech Companies Really Like?](#)
 - [Working for Google, Apple, Amazon, Uber blog](#)
- [Haas Business School Library](#)
- Read the company annual or quarterly 10-K forms.
- [Crunchbase](#)
- [TechCrunch](#)

Resources: Job Functions and Transferable Skills

- [Haas CMG Job Function Matrix](#)
- Jeremy Schifeling (Break Into Tech consultant) Job Function Guides:
 - [Biz Ops](#)
 - [Corporate Development \(M&A\)](#)
 - [Product Management](#)
 - [Product Marketing](#)
 - [Business Development \(Partnerships\)](#)
 - [Customer Success](#)

Resume/Interview/networking resources

- Check out the [*MBA Interview Questions Database*](#) for interview questions that Haas students have been asked in past years.
- Jeremy Schifeling, *Break into Tech consultant* - his perspective on how to [Crush your Tech Interviews](#)
- [CMG Interviewing resources](#)
- [CMG Networking resources](#)
- [CMG tools to write your job search materials](#)

Offers Acceptance Deadline - Guideline

- **Haas Employment offers/acceptance deadline - guidelines for employers -**
<http://www.haas.berkeley.edu/groups/careercenter/hireanmba/policies-guidelines.html>
- For Consortium students, our Haas employer guideline states they have until Feb. 14, 2024 to accept/decline internship offers from conferences, including Consortium.
- *TBD:* Some may be interviewed at Consortium, and have a 2nd round post event interview with the company in the Fall.
- If not selected for interview during Consortium, you can still apply during the standard timeline/process from the company

Haas CMG Resource: Employment reports with salaries and class internship information

- Haas MBA employment reports and salaries (includes class of 2022 full-time salaries and class of 2023 internship salaries):
 - [Haas MBA employment reports](#)
- Haas CMG also collects and [publishes](#) where the prior class interned last summer (class of 2024 summer internship data will be on the Haas CMG resource site in the Fall, 2023).