

Working in Media – Our Panel

Ross Gooderson

Business Manager, Western Europe
BBC Worldwide

Andre Nogueira

EMEA Manager, Partner Operations
YouTube

Anthony Vanger

Managing Partner
CORD EMEA

Chris Waiting

Director, Global Strategy & Development
Associated Press

Alison Mathers

Director, Executive Division
Searchlight

Moderator:

David Morris

Head of Technology & Media Careers
London Business School



London Business School – MBA Media talk

Advice on getting into the sector for career switchers:

A lot of the time, it is the slightly more predictable roles that Media & Entertainment companies see the value in having someone with an MBA – e.g. strategy / business affairs / finance & operations etc. So realistically if you are coming from outside the sector, it's about finding something that is tangible to your own experience. For example, if you have worked in investment then look at film financiers such as **Hindsight** <http://www.hindsightmediaservices.com/> or companies such as **Ingenious Media** <http://www.theingeniousgroup.co.uk/>.

As the media industry is so incestuous, people at a more senior level often seem to move around in circles and a lot of it is about your reputation in the industry. Therefore, without previous sector experience, it's unlikely you would be considered for such roles as senior sales or acquisitions positions. Companies would generally expect you to be joining them with a black book of contacts and for you to know who the right contact is at ITV or Netflix etc.

Keep an open mind to the types of roles you are applying for. If you have experience in the city, then other types of jobs to consider are in corporate finance, corporate development, investor relations, analyst relations, operations or a variety of other corporate strategy-type jobs.

Advice for getting into different sectors:

TV

- NETWORK! If you are interested in working in TV then become a member of the Royal Television society. This will also give you access to affiliate membership at the Hospital club. Both the RTS & Hospital host fantastic events every month with industry leaders on panels discussing what is happening in the market etc.
- Go to the Edinburgh TV Festival for the same reasons – Put yourself out there.
- Register on C21/ TBI/ Broadcast to stay up today with what is happening in the industry.
- Truly utilise LinkedIn; ask to connect with people who have key roles at companies you are interested in, and always send a personalised introductory note.
- Contact HR people via LinkedIn or directly, and ask for an Information Interview. Make sure that you do your research before, and aim to reference things such as shows that they have produced or distributed (not the obvious ones).
- Use any free time that you have during your studies to try and get an internship, work experience or consultancy work in companies you are interested in. If you can finish your MBA with at least one notable TV company on your CV/ some relevant contacts then this will really increase your chances of finding work in the sector afterwards.

Tech

- Some companies in the tech sector such as **Netflix**, **Facebook** and **Amazon** have recently expanded their MBA recruiting efforts and are offering salaries that are more competitive with traditional city jobs.
- If you are genuinely interested in applying for roles in the tech space then the most important thing before applying is to truly do your research.
- Start by applying to companies whose product you are interested in. People in tech who have contributed to building a product will be extremely passionate about it, so they only want to hire people who are as fanatical as they are.
- It is always good to use your knowledge and do your research to be able to say to a company why you think they should invest in you. However, you also need to be authentic. For example, if you are applying for an opportunity **Netflix** then certainly read their slide deck on Their cultures on Freedom & Responsibility <http://www.slideshare.net/reed2001/culture-1798664> but you also need to understand their product as a Consumer - Make sure that you use it and really understand how it works. You are extremely likely to be asked your opinion about their product in your interview.
- Stay up-to-date on the industry: read blogs like **TechCrunch** <https://techcrunch.com> and **Mashable** <http://mashable.com/>.

Start-ups

- Either starting a company yourself or joining a business at its inception is worth considering. Companies in start up phase generally really value MBA's as the skills you have learnt are an important asset to growing companies.
- Your ability to do market-sizing and devise strategies to build businesses, crunch data and drive revenue will put you in a good place post MBA.
- Keep abreast of up and coming companies in the space you are interested in that are generating a buzz, recent examples would be **TRX** <https://www.trx.tv/> or **iflix** <https://www.iflix.com>.