



ALPFA



BOSTON

ALPFA CAREER CONNECTION

ACC NEWSLETTER

VOLUME 1, N° 1

JANUARY 2012

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Welcome to the ACC NEWSLETTER



Gonzalo José Puigbó
Vice President, Career Connections

Welcome to our first edition of our “ALPFA Career Connections” newsletter, which will help our members and partners discuss many topics about hiring, recruiting, job training and development and much more.

Our Program is designed to assist members in transition, to find the company that is truly right for them, and to provide corporate partners immediate access to diverse experienced professionals.

We want you to engage with us, especially if you are thinking about getting hired, transition into a new role or you want to move up the ladder. Our team is dedicated to help you grow and with your support you can help us grow as well.

Thank you for taking the time to read our articles and please provide us with any feedback that will make this newsletter more beneficial for you.

Bruce Magid



Bruce R. Magid, PhD
Dean at Brandeis International Business School (IBS) and Martin and Ahuva Gross Chair in Financial Markets and Institutions

America as managing director and senior vice president. Over two decades, he led a variety of units, including international economic policy research groups and Latin America Division corporate finance. Mr. Magid has served as dean of the Brandeis International Business School since 2007.

ACC: In today’s job market, what are the challenges faced by job seekers?

BM: Students have to look for jobs in new, non-traditional industries or innovative jobs in traditional industries. They need to be flexible and open minded in terms of where their first job is going to be as opposed to wait for the perfect position to be posted from a traditional business.

ACC: What are the tools and new approaches being used to find a job market?

BM: Networking, networking, networking. That would be the first and foremost approach. You need to be out there, so you can meet and learn from people. You can’t be complacent to just stay in the classroom. In addition to all that, in terms of new approaches, clearly social media and virtual networks are important.

Second, you can’t imagine that you are going to go straight from school towards that perfect job. Companies are looking for internship experience. Whether it’s in the for-profit sector or the non-profit sector. Recruiters want to say, ‘what did you do outside the classroom? What leadership activities did you have? What makes

Dean Bruce R. Magid was born in Massachusetts and early in his career, he served in Venezuela at the Ministerio de Planificacion. He then worked for Bank of

you special and distinct?’

ACC: What is the role of social media in today's job search?

BM: Social media is very important in expanding your network but you have to be very careful about its use. It can help you network if you position yourself the right way. You have to put as much time today into your online profile, as you put into your physical CV. But on the other side, social media can limit your job searching opportunities. Recruiters do look at social online profiles such as Facebook, so you want to be careful on what you post in it when you are seeking that job.

ACC: What are the opportunities for current and future professionals in emerging markets?

BM: As they say in the U.S., when searching for job opportunities, ‘go west’. It may

be that this idea of going west and south applies today. And when I lived in Brazil, we always talked about Brazil being the country of tomorrow; well, now Brazil is the country of today.

For example, Petrobras is investing 45 billion dollars in the oil industry, one of the largest investments of any country in the world. India and China continue to grow and they are looking for people that have a great U.S. education and global perspective. As someone who started their career in the emerging markets, I just think it's a very exciting time to be focused on these countries.

ACC: We understand you traveled with Governor Deval Patrick to Brazil in December, could you tell us more about the mission of the trip?

BM: Many people don't realize that the second language in Massachusetts is Portu-

guese. Therefore, there are some very deep cultural ties between Brazil and Massachusetts. The mission of the trip is to expand connections and linkages between the Massachusetts economy and the Brazilian economy. The governor's growth strategy is based upon academics, innovation and infrastructure. We would like to attract more students from Brazil to the United States and highlight the academic excellence that we have here in the community as well as promote deeper business ties between companies.

ACC: Taking into account the current environment for graduate students regarding loans, what do you think is the role of ALPFA in helping these students overcome this situation?

BM: That is a complex question. Young people in the Occupy movement are concerned about their future. ALPFA plays a very important

role in helping these students get a job where they will be able to pay for their debts. I very much believe in the mantra ‘you should do well in business and good to society’. ALPFA can bring this dual mission and bridge this disconnect between business and commitment to society.

ACC: Do you have any advice for our readers?

BM: I've worked in both the business world and academia. What I have found is that the people who succeed are the ones who pursue their passion. People who pursue their passion and find jobs that really excite them, end up excelling in those jobs.

Second, in today's economy you've got to be open-minded and flexible in terms of the company, the starting position and the location. Have a positive attitude, find something you're really going to love and keep a proper perspective in life.

Announcements

Mock Interviews

If you would like to sign up for a mock interview please send your request directly to:

Gonzalo Puigbo at g.puigbo@easternbank.com or Carolina Trujillo at C.Trujillo@easternbank.com

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