



CAREER EXPLORATION WEEKS:

BUSINESS, MARKETING, FINANCE, & CONSULTING WEEK

Hosted by The Career Connections Center &
School of Management

VIRTUAL & IN PERSON

OCTOBER 17 – 21, 2022

WELCOME

Welcome to Career Exploration Weeks: Business, Marketing, Finance, & Consulting! Open to all majors and class years, this week offers a variety of webinars, workshops, and panels to help you explore career paths in marketing, human resources, project management, financial planning, consulting, and more. Meet employers and connect with alumni and industry professionals in business fields.

Register on Handshake to receive event updates, email reminders for upcoming sessions, industry specific resources, and more. Pick and choose as many sessions as you'd like to join!



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leepsandbounds.org

WEEK OVERVIEW

Merchandising, Consumers and Target Branding at Carhartt, Nike, New Balance with Alum Scott Zimmerman

Monday, Oct. 17th | 1:00 PM – 2:00 PM EDT | Click the Zoom link [here](#) to join.

Organizational Leadership with Alum Craig Pintoff, EVP of United Rentals

Monday, Oct. 17th | 3:00 PM – 4:00 PM EDT | Click the Zoom link [here](#) to join.

Business & Technology Employer Pop-up (Meet Public Consulting Group, Hanover Insurance, & more!)

Wednesday, Oct. 19th | 2:00 PM – 4:00 PM EDT | Grace Conference Room, Higgins University Center

Psychology in Business: Alumni Panel (Meet alumni in Marketing, HR, Project Management, & more!)

Wednesday, Oct. 19th | 5:30 PM – 7:00 PM EDT | Alumni & Student Engagement Center, ASEC Rm. 111

Clarkies in Consulting: Alumni Panel & Networking (featuring alumni from Deloitte, PCG, & Booz Allen)

Thursday, Oct. 20th | 12:00 PM – 1:15 PM EDT | Click the Zoom link [here](#) to join.

The Financial Planning Association of New England Presents: Discover Careers in Financial Planning

Thursday, Oct. 20th | 5:00 PM – 6:00 PM EDT | Alumni & Student Engagement Center, ASEC Rm. 111

Recruiter Talk: How to Get Hired at Top Firms like Amazon and Salesforce

Friday, Oct. 21st | 9:30 AM – 10:30 AM EDT | Click the Zoom link [here](#) to join.

MONDAY, OCT. 17TH

Merchandising, Consumers and Target Branding at Carhartt, Nike, New Balance with Alum Scott Zimmerman

Monday, October 17th | 1:00 PM – 2:00 PM EDT

Hosted by Clark University's School of Management

Event Location: [Zoom] Meeting ID: 943 8903 0571; Passcode: 831727

[https://clarku.zoom.us/j/94389030571?](https://clarku.zoom.us/j/94389030571?pwd=QkNiMG94aWx4UGFoaWJ0UCtGNnE3dz09)

[pwd=QkNiMG94aWx4UGFoaWJ0UCtGNnE3dz09](https://clarku.zoom.us/j/94389030571?pwd=QkNiMG94aWx4UGFoaWJ0UCtGNnE3dz09)

Description: Scott Zimmerman is a Clark University alum with a BA in English. Scott is currently Vice President Global Merchandising at Carhartt, an American apparel company founded in 1889. Carhartt is known for its work clothes, such as jackets, coats, overalls, coveralls, vests, shirts, jeans, dungarees, fire-resistant clothing and hunting clothing. He is the former General Manager of General Merchandising at New Balance, and prior to that had a long merchandising and branding career with Nike. Scott began his career in advertising and sales with the National Basketball Association (NBA). Scott will offer a presentation on merchandising, understanding consumers, and successful target branding, using examples from his experience at Nike and New Balance. He'll also provide advice on pursuing merchandising and market branding careers. Scott conducts this presentation at a number of universities and it is always well received!

Organizational Leadership with Alum Craig Pintoff, EVP of United Rentals

Monday, October 17th | 3:00 PM – 4:00 PM EDT

Hosted by Clark University's School of Management

Event Location: [Zoom]

[https://clarku.zoom.us/j/98773775008?](https://clarku.zoom.us/j/98773775008?pwd=R1JMNmlW205VORQeXJCRCG9vYVU2QT09)

[pwd=R1JMNmlW205VORQeXJCRCG9vYVU2QT09](https://clarku.zoom.us/j/98773775008?pwd=R1JMNmlW205VORQeXJCRCG9vYVU2QT09)

Description: Clark alum Craig Pintoff serves as Executive Vice President—Chief Administrative and Legal Officer of United Rentals. United Rentals, Inc. is the largest equipment rental company in the world. The company has an integrated network of 1,169 rental locations in North America and 11 in Europe. In North America, the company operates in 49 states and every Canadian province. The company's approximately 18,900 employees serve construction and industrial customers, utilities, municipalities, homeowners and others. United Rentals offers approximately 4,000 classes of equipment for rent with a total original cost of \$14.13 billion. Craig will discuss his background, his view of the key challenges in leading people today, career advice (e.g., what skills do they need to develop now, what kinds of experiences are valuable to employers, mistakes that young professionals commonly make), issues around change, and diversity, equity & inclusion in the workplace.

WEDNESDAY, OCT. 19TH

Business & Technology Employer Pop-up (Meet Public Consulting Group, Hanover Insurance, & more!)

Wednesday, October 19th | 2:00 PM – 4:00 PM EDT

Hosted by Clark University's Career Connections Center

Event Location: In-person Event, Location: Grace Conference Room, Higgins University Center

Description: Drop by the Business & Technology Employer Pop-up to meet recruiters from Public Consulting Group, Hanover Insurance, Community Software Group, Palmer Hammond Tax & Financial Services, & more! Learn about local organizations and their job & internship opportunities, discover potential career paths, and have fun building your professional network. All majors and class years welcome!

Psychology in Business: Alumni Panel (Meet alumni in Marketing, HR, Project Management, & more!)

Wednesday, October 19th | 5:30 PM – 7:00 PM EDT

Hosted by Clark University's Career Connections Center

Event Location: In-person Event, Location: Alumni & Student Engagement Center, ASEC Rm. 111

Panelists: Sehar Mahmood, '08, Senior Manager, Solutions Squad Lead and Project Manager at Pfizer; Jacklyn Mellen, '04, Executive Development/Learning & Development Manager/Marketing at The TJX Companies; Zach Walsh, '16, MBA '17, Human Resources Manager at NIC+ZOE

Description: Considering double majoring, or pairing a minor, in Psychology and Management? Curious about business related fields in which Psychology majors might find themselves? Learn how Clark University alumni have translated their knowledge and education in psychology into successful careers in business! Meet Clark alumni whose experience spans careers in Marketing and Communications, Human Resources and People Development, Project Management, Management Consulting, and more.

THURSDAY, OCT. 20TH

Clarkies in Consulting: Alumni Panel & Networking (featuring alumni from Deloitte, PCG, & Booz Allen Hamilton)

Thursday, October 20th | 12:00 PM – 1:15 PM EDT

Hosted by Clark University's Career Connections Center

Event Location: [Zoom] <https://clarku.zoom.us/j/92682419169>

Panelists: Gabrielle Totten, '19, MBA '20, Advisory Consultant at Deloitte; Garrett Abrahamson, '07, MBA '08, Associate Manager at Public Consulting Group; Kristin (Graf) Hunter, MBA '06, Manager at Public Consulting Group; Emilee Cocuzzo, '18, MBA '19, Senior Consultant at Booz Allen Hamilton

Description: Meet Clark alumni in consulting! This panel will offer top insights into how to break into the consulting field, including: what coursework or experiences are most important to gain applicable skills, what certifications to pursue, the consulting application cycle, how to prepare for behavioral and case study interviews, and more!

The Financial Planning Association of New England Presents: Discover Careers in Financial Planning

Thursday, October 20th | 5:00 PM – 6:00 PM EDT

Hosted by Clark University's Career Connections Center & DECA

Event Location: In-person Event, Location: Alumni & Student Engagement Center, ASEC Rm. 111

Presenter: Van C. Liao, CFP®, BA '02, MSF '03, Sr. Financial Planning Consultant at Citizens Securities, Inc. and Member of the Financial Planning Association of NE

Description: A fantastic career you've never heard of! You may not know what a CFP or Certified Financial Planner is, but it could be the perfect career for you. Big banks, financial services firms, and tax & accounting firms dominate on-campus recruiting. They are a solid entry path for some college graduates and interns . . . But perhaps YOU would be better served by exploring a career path as a financial planner with the fastest growing segment of the financial advice industry: Fee-only planning firms. Traditionally known as "Wealth Management", the Financial Planning profession is a fast career advancement for someone passionate about financial literacy and helping families make better financial decisions. Come get the inside scoop from diverse financial planning professionals from the Financial Planning Association of New England.

FRIDAY, OCT. 21ST

Recruiter Talk: How to Get Hired at Top Firms like Amazon and Salesforce

Friday, October 21st | 9:30 AM – 10:30 AM EDT

Hosted by Clark University's School of Management

Event Location: [Zoom]

<https://clarku.zoom.us/j/97717552887?pwd=WjI2aGN5cUF4bUI5b24xd0RsK1d1QT09>

Presenters: Pooja Masand, '03, Senior Technical Recruiter at Amazon; Mary Scully, '14, Senior Recruiter at Salesforce

Description: What does it take to get hired at the top firms? What will make you stand out as a candidate? What are those big name companies really looking for? Do they really read your resume? Found out this and more at this important Recruiter Discussion. Meet alumni and Senior Technical Recruiter from Amazon Pooja Masand, '03, and Senior Recruiter from Salesforce Mary Scully, '14, to get the inside track on what you can do to get hired by top firms.

ABOUT OUR SPEAKERS

Jackie Mellen, '04, Executive Development/Learning & Development Manager at TJX Companies



Psychology in Business: Alumni Panel
Wednesday, October 19th, 5:30 PM – 7:00 PM

For nearly 2 decades, Jackie has focused her career on influencing customer behavior and user experience in the marketing and e-commerce space, working with companies such as Gillette, Entertainment Software Association, Gap, and the TJX online brands. Within the last 4 years she became a certified coach, transitioning her passion for understanding human behavior into a career in HR at her current company, as well as opening a successful private coaching practice.

Van C. Liao, CFP®, BA '02, MSF '03, Sr. Financial Planning Consultant at Citizens Securities, Inc.; Financial Planning Association of NE



The FPA Presents: Discover Careers in Financial Planning
Thursday, October 20th, 5:00 PM – 6:00 PM

Van received her B.A. in Business Management and M.S. in Finance from Clark University (2003). She spent over 18 years in the financial services industry, focusing on financial planning and wealth management. Currently, Van is Sr. Financial Planning Consulting at Citizens Bank, working with financial advisors and their clients on achieving financial success through comprehensive financial planning. Van is an active member of the Financial Planning Association of New England, promoting the financial planning profession, empowering financial literacy, and building a strong professional community.

Emilee Cocuzzo '18, MBA '19, Senior Consultant at Booz Allen Hamilton



Clarkies in Consulting: Alumni Panel & Networking
Thursday, October 20th, 12:00 PM – 1:15 PM

Emilee Cocuzzo is currently a Senior Management Consultant at Booz Allen Hamilton, where she leverages data analytics and visualizations, strategy, and change management to drive impactful change for the government and empower our citizens. In addition to her work, she has extensive experience in project management, digital marketing, and entrepreneurship. She also has experience in UX and UI design, web design and development, social media, sales, and business development. Emilee received a BA in Management and Entrepreneurship and an MBA with a concentration in Information Management and Business Analytics from Clark University.

EXTERNAL EVENTS

Clark approves events and activities in Handshake as they may be of interest to members of our community. Sharing these events does not indicate Clark University's sponsorship or endorsement of them. Please report any concerns to the Career Connections Center at cservices@clarku.edu.



Goldman Sachs: Pick Your Path

Tuesday Oct. 11th – Oct. 20th | 7:00 PM – 9:00 PM EDT

Hosted by Goldman Sachs

Event Location: [Virtual] Learn more and [register here](#) on Handshake



2023 Analytical Solutions Full-Time Associate Program

Tuesday, October 25th | 5:00 PM – 6:00 PM EDT

Hosted by JPMorgan Chase & Co.

Event Location: [Virtual] Learn more and [register here](#) on Handshake



EY Upskilling Series: Virtual Interviewing

Tuesday, November 8th | 1:00 PM – 1:45 PM EDT

Hosted by EY LLP

Event Location: [Virtual] Learn more and [register here](#) on Handshake



HubSpot's First-Gens In Tech 2022

Thursday, November 10th | 11:00 AM – 6:30 PM EDT

Hosted by HubSpot

Event Location: [Virtual] Learn more and [register here](#) on Handshake



Meet EY: General Information Session & Panel

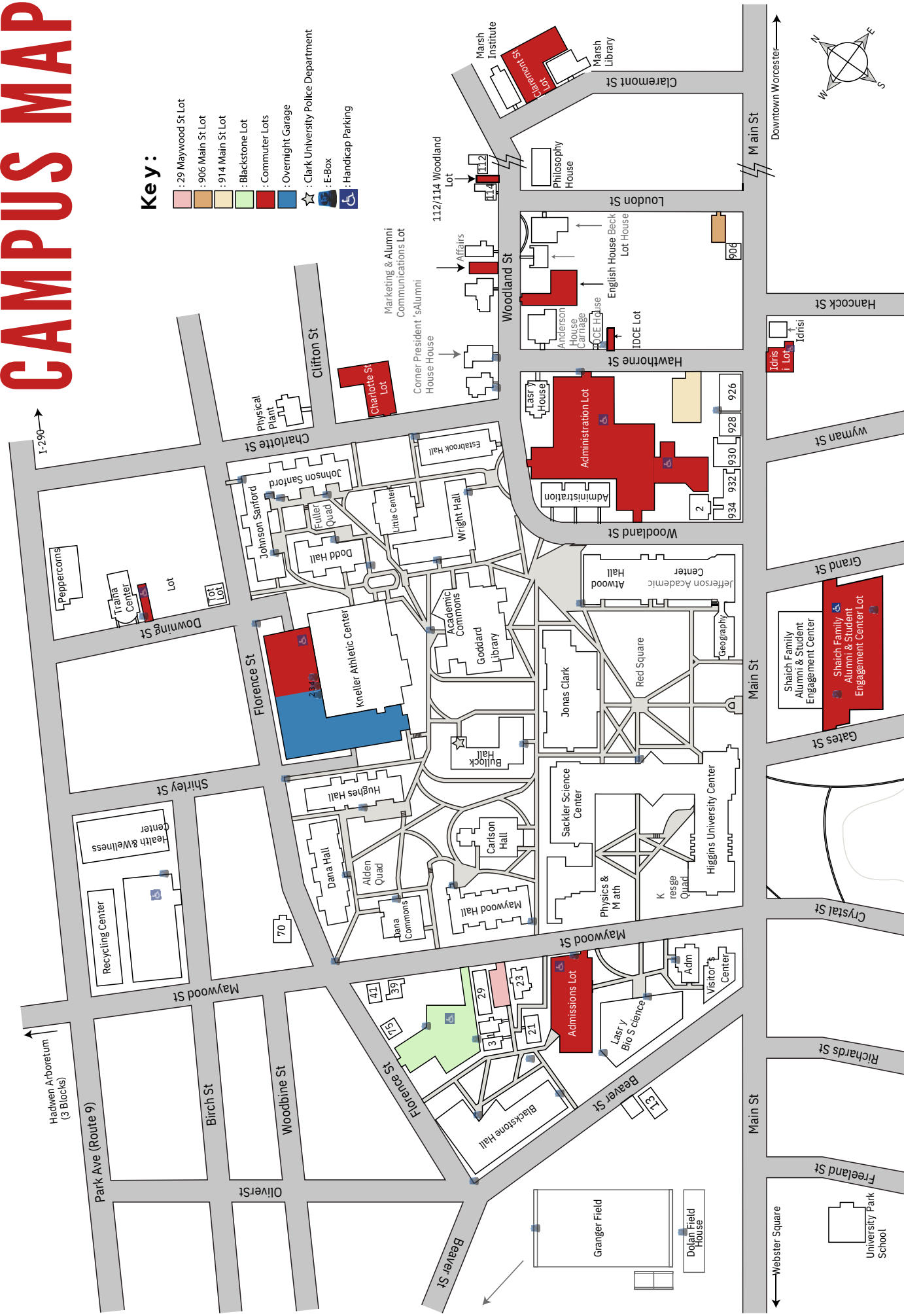
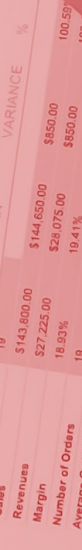
Thursday, November 10th | 1:00 PM – 2:00 PM EDT

Hosted by EY LLP

Event Location: [Virtual] Learn more and [register here](#) on Handshake

View more upcoming on campus and virtual events on [Handshake!](#)

	Q1/2016	7/1/2016	8/1/2016	YTD VARIANCE
Revenue	\$143,800.00	\$27,225.00	\$144,650.00	27%
Margin	18.93%	18.93%	\$28,075.00	3%
Number of Orders	19	19	\$850.00	100.50%
Average...				



WHAT CAN I DO IN THIS FIELD?

Occupational Outlook Handbook:

Published by the U.S. Bureau of Labor Statistics, the OOH database offers salary data, demand outlook, and other statistics on hundreds of occupations.

Accountants and Auditors

Financial Analysts

Human Resources Specialists

Market Research Analysts

Personal Financial Advisors

Project Management Specialists

Advertising, Promotions, and Marketing Managers

Computer and Information Systems Managers

Public Relations and Fundraising Managers

Sales Managers

Training and Development Managers

O'NET Online:

Published by the U.S. Department of Labor, the O'NET Online database will help you get a detailed sense of what it's like to work in more than 900 jobs.

Marketing Managers

Fundraising Managers

General and Operations Managers

Supply Chain Managers

Operations Research Analysts

Financial Managers

Financial and Investment Analysts

Actuaries

Financial Risk Specialists

SAMPLE EMPLOYERS



RESOURCES

Career Lab: Resume, Cover Letter, & LinkedIn Reviews

The CCC invites undergrad and 5th year ADP students seeking opportunities in business fields to visit the Career Lab for one-on-one support crafting resume & cover letters specifically designed for these industries. Attend drop-in hours between 12–4 PM, Mon through Fri, on the 1st Floor of ASEC.



Firsthand: Vault's Industry Guides

Create a profile on Firsthand, using your Clark email address, to gain access to Vault's Industry Guides, including: Accounting Jobs, Consulting Jobs, Marketing Jobs, Insurance Jobs, Commercial Banking Jobs, Investment Management Jobs, Investment Banking Jobs, Wealth Management, and more!

Vault Rankings & Company Profiles

View Vault's company rankings, including: Vault Accounting 25, Vault Consulting 50, Vault Banking 25, Most Prestigious Consulting Firms, Best Banking Firms to Work For, and more! View company profiles for a full company overview, key stats, employee reviews, internship programs, and insider tips for getting hired at top firms!



WANT TO LEARN MORE?

Set up a meeting with your Career Adviser! Look for your major below to see which Career Adviser will suit you best!

Arts & Humanities

Asian Studies; English; History; Language, Literature and Culture; Media, Culture, and the Arts; Philosophy; Visual and Performing Arts

Economics & Management

Economics; Management; Marketing; Finance; Accounting; Data Science

Social Sciences

Community, Youth, and Education; Education; Geography; Global Environmental Studies; IDSC; Political Science; Psychology; Sociology; Women's Studies

STEM

Biochemistry and Molecular Biology; Biology; Computer Science; Chemistry; Data Science; Environmental Science; Mathematics; Physics

Becker School of Design & Technology

Interactive Media Design

Meet with your
Career Adviser
today!



Undeclared?
Choose an Area of
Interest!

#ClarkConnectsYou



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