

Tech Alumni Bootcamp

SPEAKERS



Joana Silva
Google



Claudio De Rubertis
Doctolib

Google

Doctolib

Nice to meet you!



Claudio De Rubertis

Senior Associate,
Sales & GTM Strategy @ Doctolib

MiM '22

 *Milan, Italy*



Joana Silva

Account Strategist
Google Ads, GCS, UKI @ Google

MiM '22


 *Dublin, Ireland*



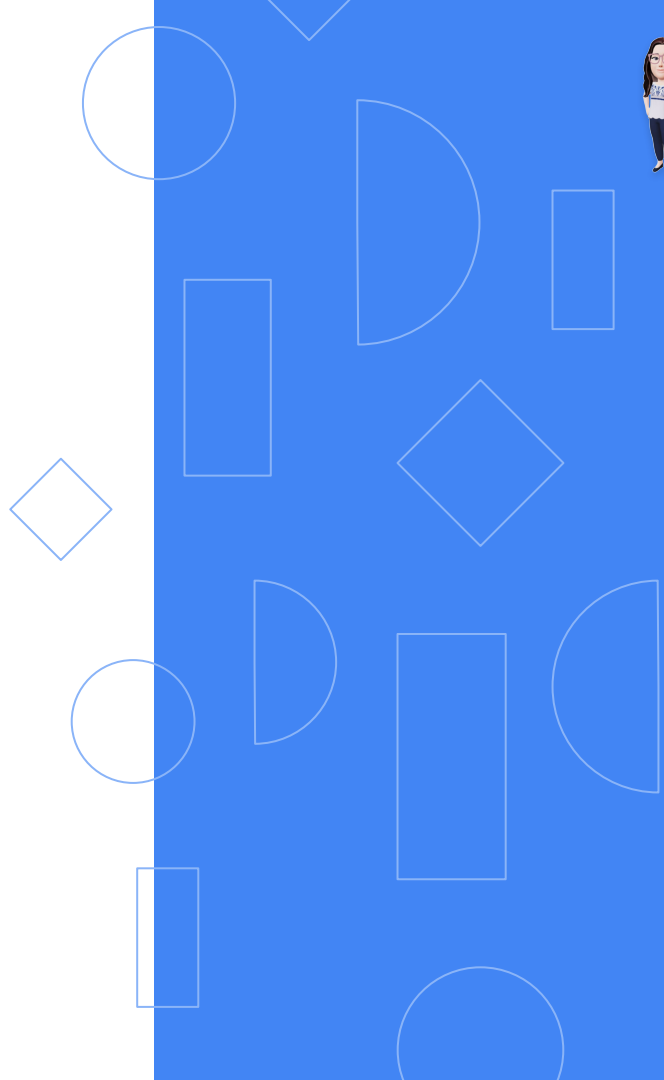
Agenda

01. The Tech Industry
02. Main players
03. About us
04. Doctolib & Google
05. CV Workshop
06. Networking
07. Q&A





The Tech Industry



What is Tech?



Technology

Practical, especially industrial, use of scientific discoveries (Cambridge Dictionary)
= applied scientific knowledge that solves a concrete problem.

Tech Company

*"It's generally a company whose primary business is selling tech or tech services. A more nuanced definition is a company with tech or tech services as a key part of its business.
It's a hard question."*

Todd Berkowitz, VP of Research, Gartner

Link [here](#)

Join at menti.com | use code 6538 4755

Mentimeter



What comes up to your mind when you think about Tech?





MICROSOFT

Windows
Copilot

Available in preview
for Windows 11 in June.

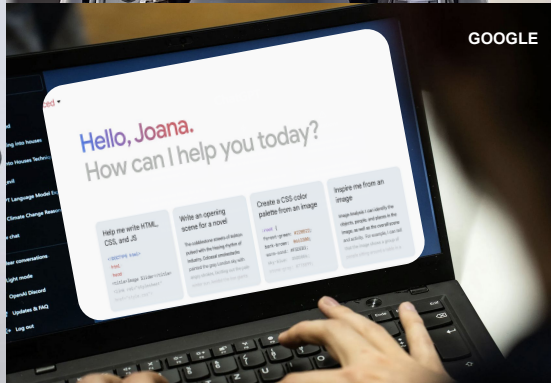
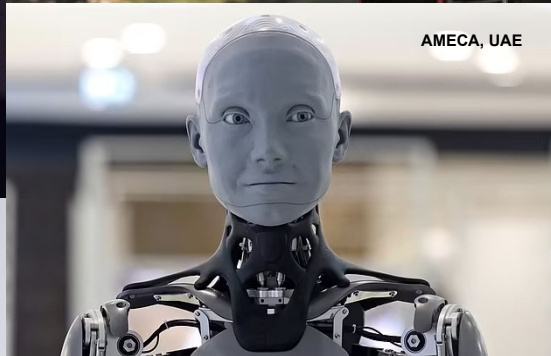
AMAZON



Elmore
Leonard
SWAG



AMECA, UAE



GOOGLE



APPLE

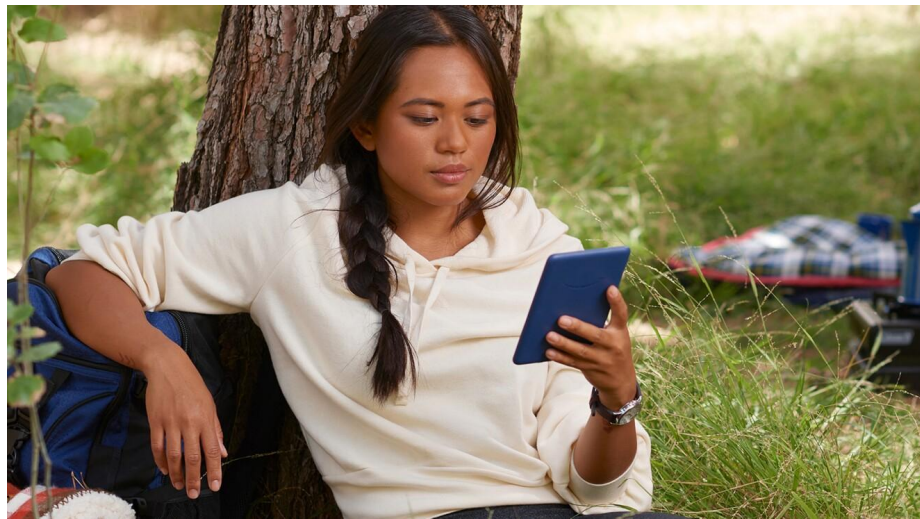


BOSTON ROBOTICS

Watching TV



Reading a book



Sending messages



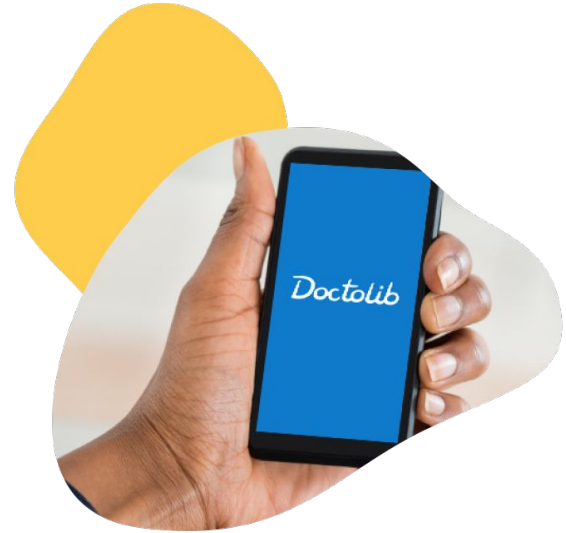
Looking for directions



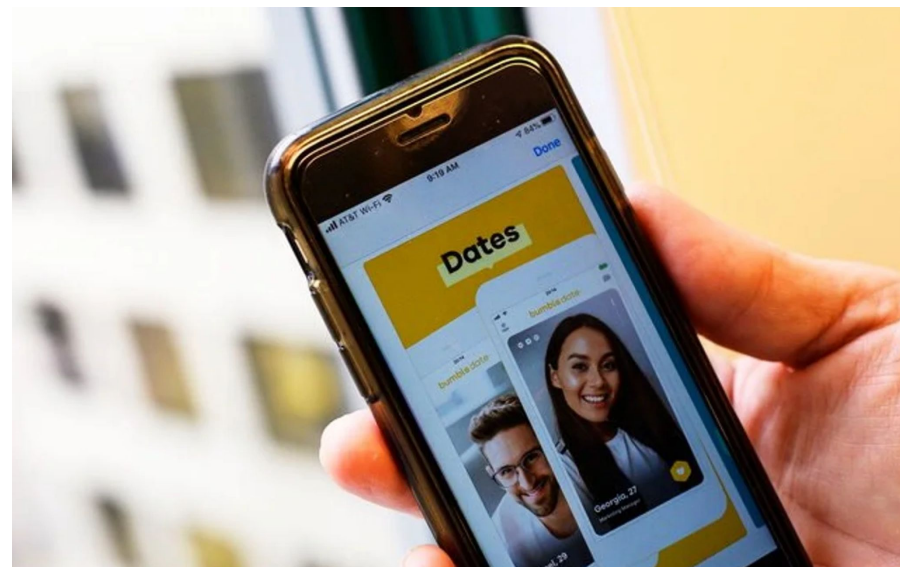
Getting a ride



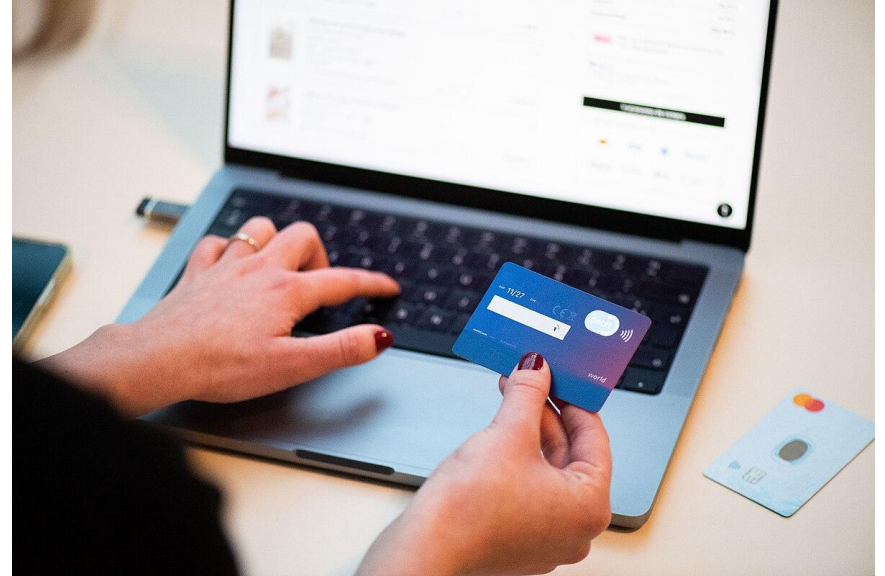
Booking a doctor appointment



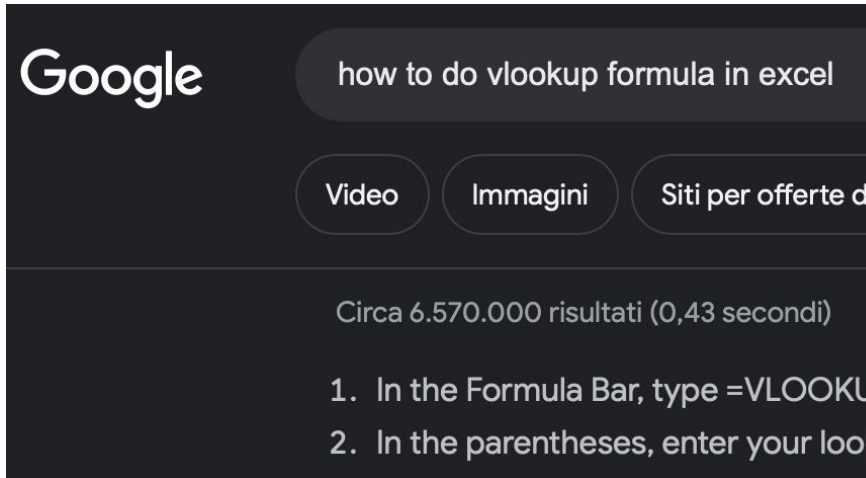
Meeting people



Buying clothes... or anything!



Asking ... any questions



The impact of Tech on our lives

BEFORE

People used to watch TV

People used to go shopping

People used to find their date at bars

People used to take their car or a taxi

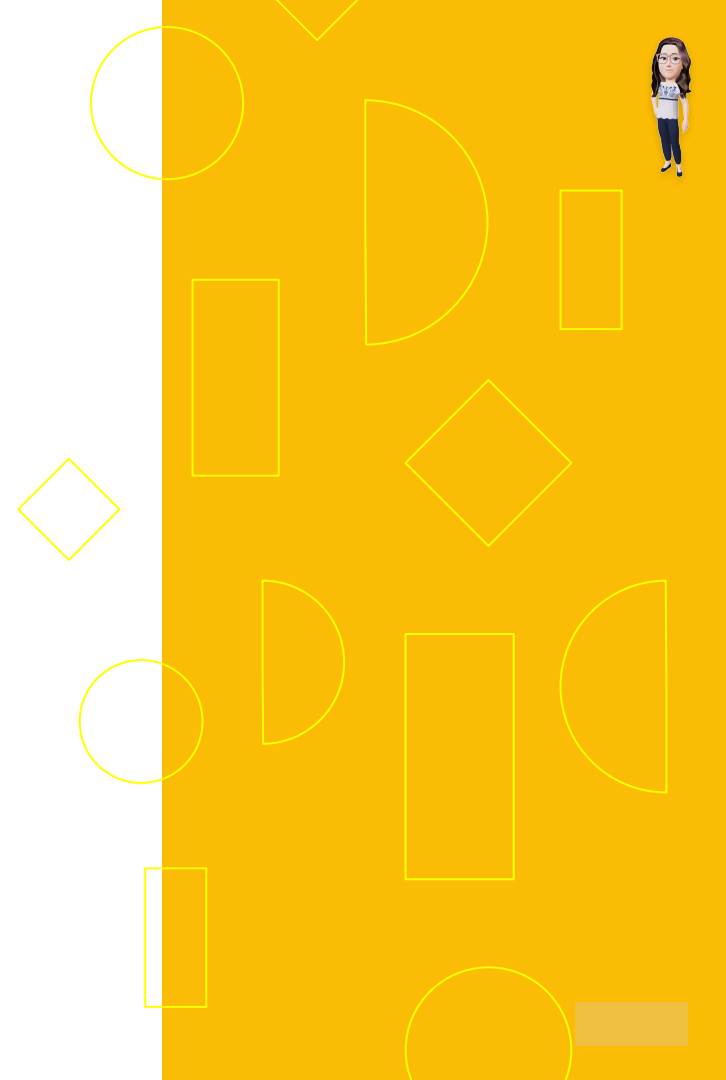
People used to email

NOW





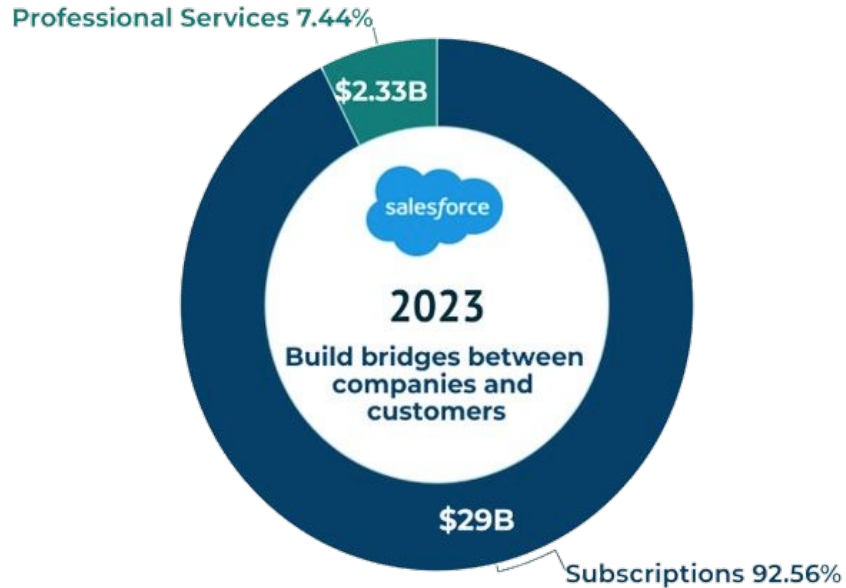
Main players



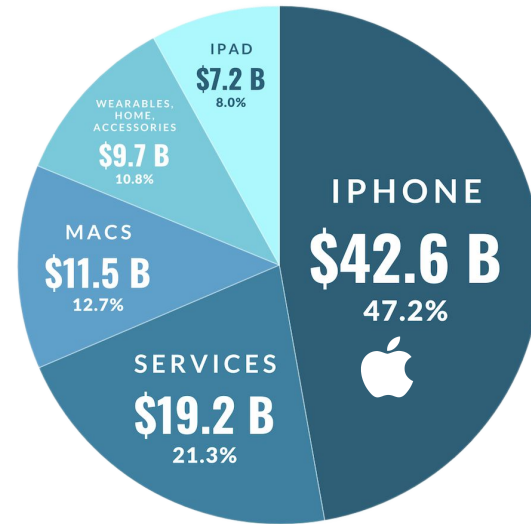




Software driven (SaaS)



Hardware driven



Find your place



Product development

Legal

Engineering

Design / Creative

Risk & Security

Sales

Marketing

Strategy / Consulting

Finance

Human Resources

Operations



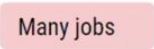
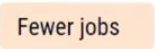

In which department would you like to work?

Sales Marketing Strategy Finance HR Operations Product Management Engineering Design Legal



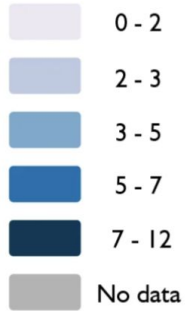


How do I get there?

Account Management <i>Retail</i>	Account Management <i>B2B</i>	Data Analysis	Product Marketing & Communication	Finance & Operations	Other
Buying & planning Sales	Small & Medium Businesses Sales	Business Intelligence & Product	Content Management	Accounting & Reporting	Project Management
Customer fulfillment & operations	Large Businesses Account Management	Data Analyst	Marketing (B2C / B2B)	Finance & Controlling	Tech roles (Cloud support eng, machine learning...)
Marketing Manager (Site Merchandiser)	Large Businesses Sales & Advisory	Data Scientist (tech)	Public Relations	Operations Strategy	HR
					 

Where should I go?

Employment in high-tech sectors as a % of total employment



1. Berkshire, Buckinghamshire and Oxfordshire (11.9%)

4. Helsinki-Uusimaa (9.7%)

4. Stockholm (9.7%)

3. Prague (10.3%)

2. Budapest (10.9%)

Top cities:

Dublin
Luxembourg
London
Berlin
Zurich

+ Remote!



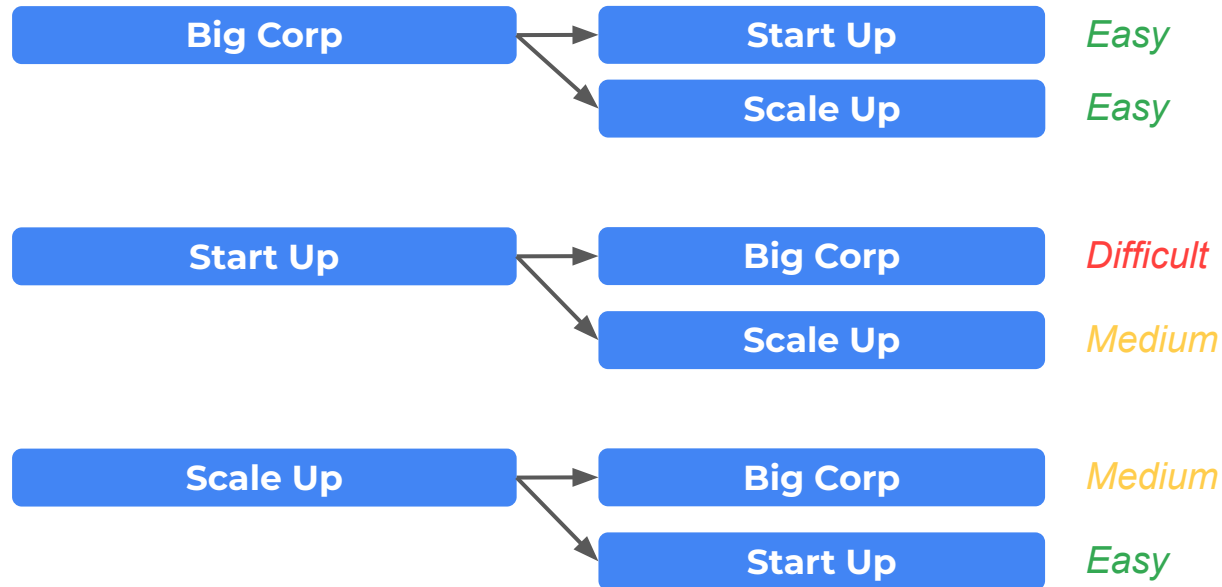
Where should I go?



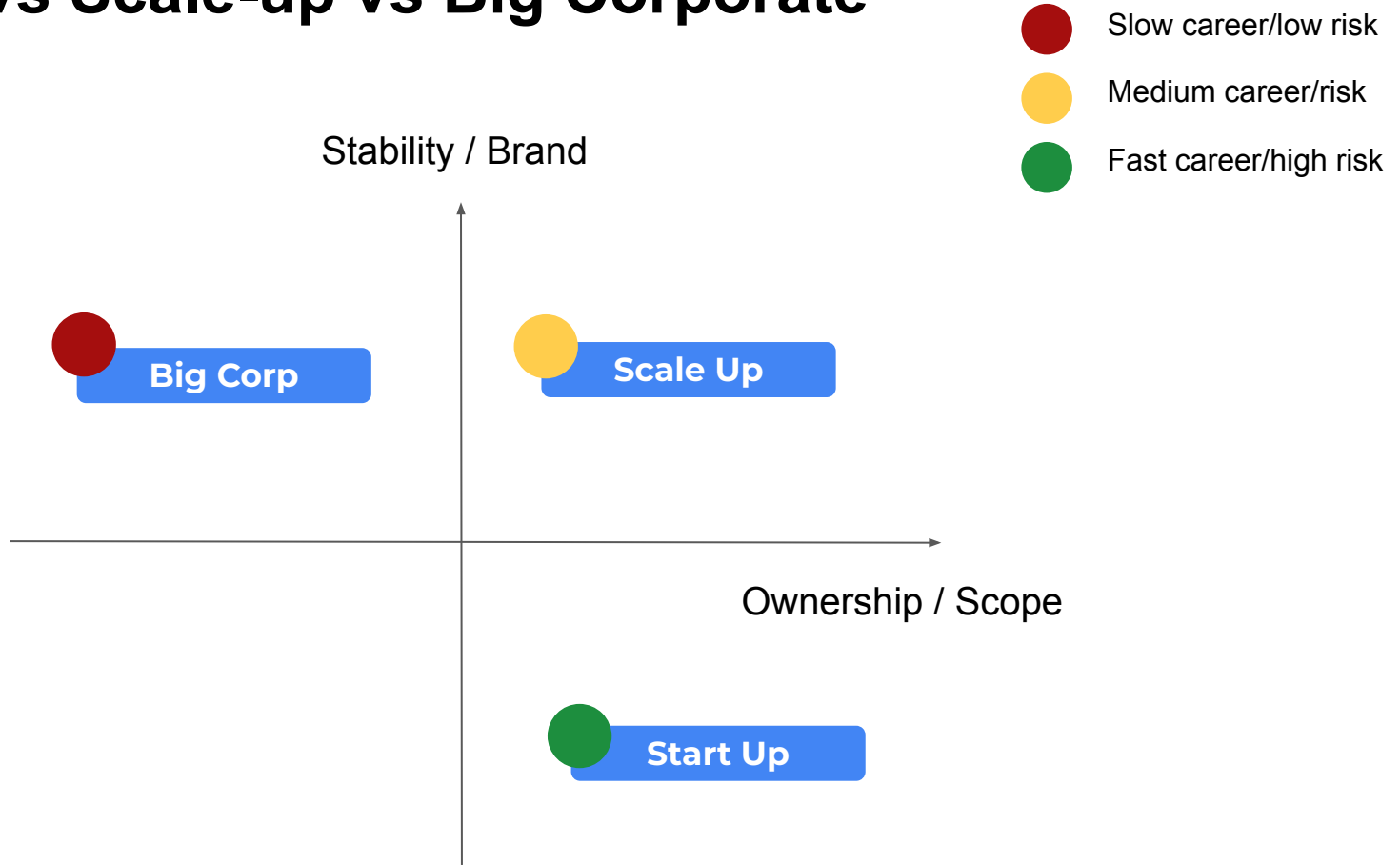
Timing is KEY



Decision making for Career Choice: paths



Start-up vs Scale-up vs Big Corporate



Join at menti.com | use code 6538 4755

 Mentimeter

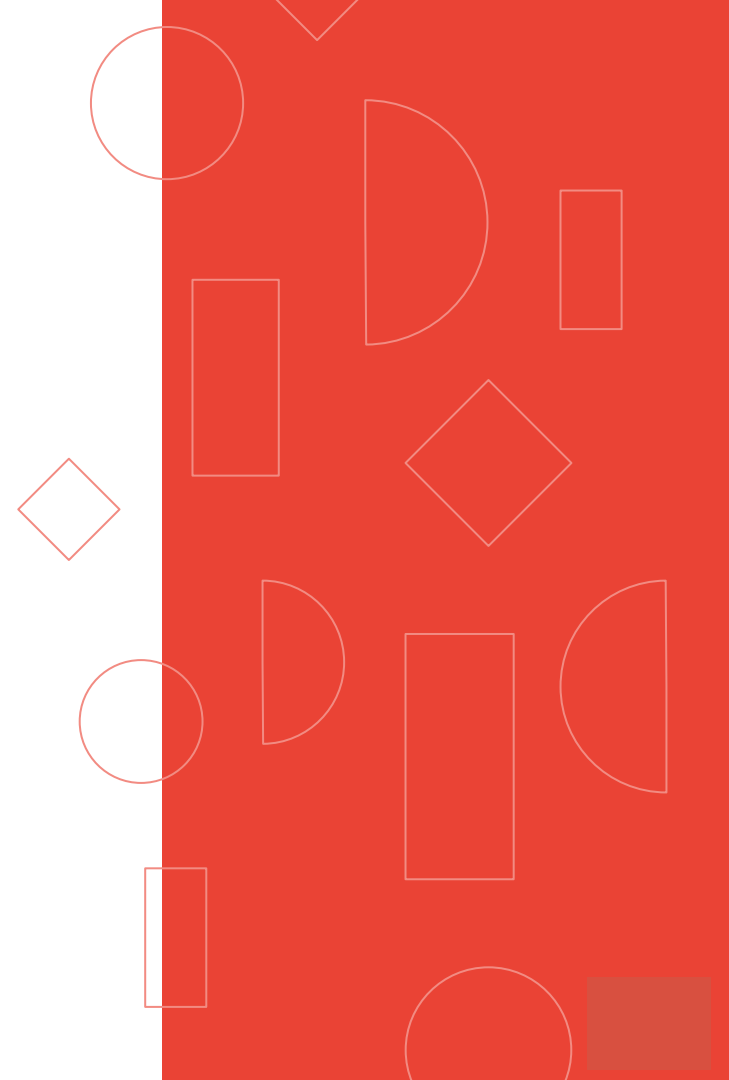
Why do you want to join a Tech company?

Waiting for responses ...





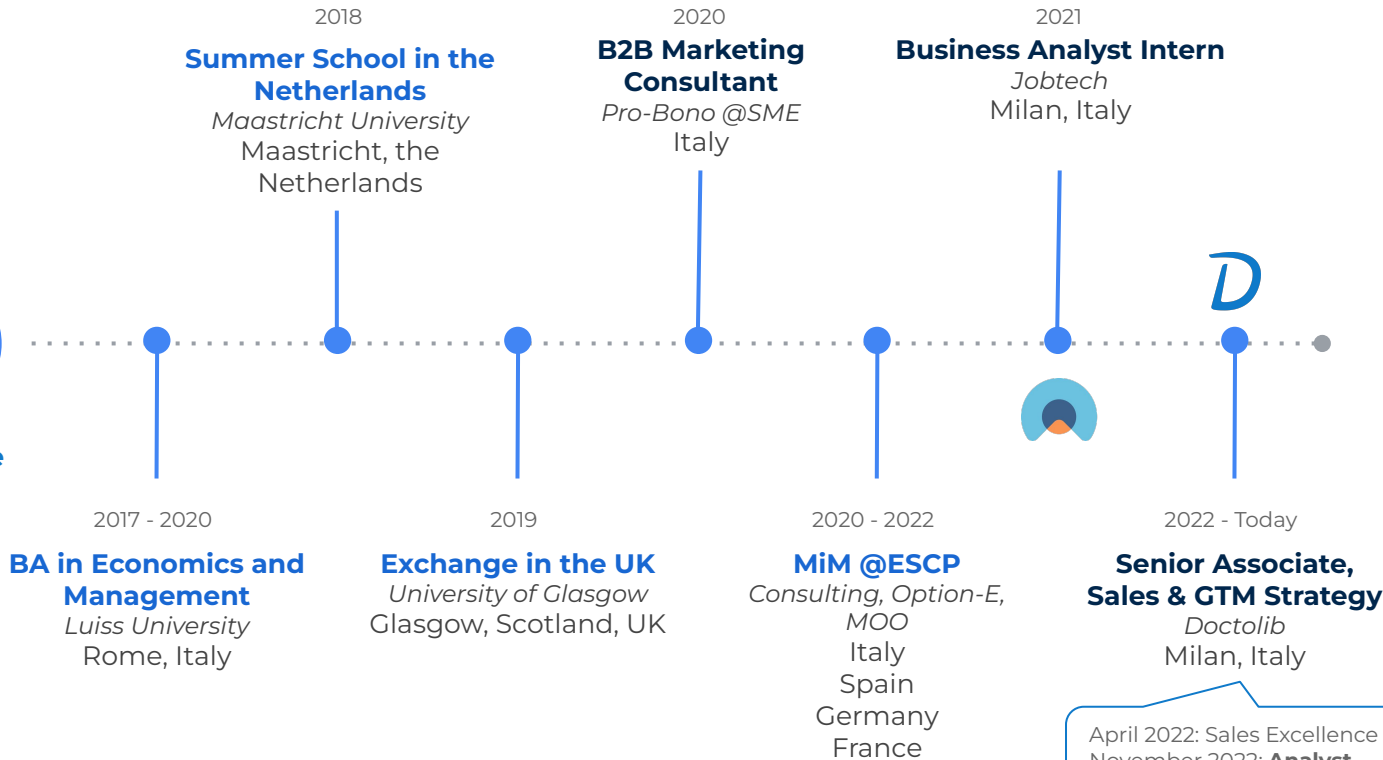
About Us



Path to Doctolib



Claudio De Rubertis

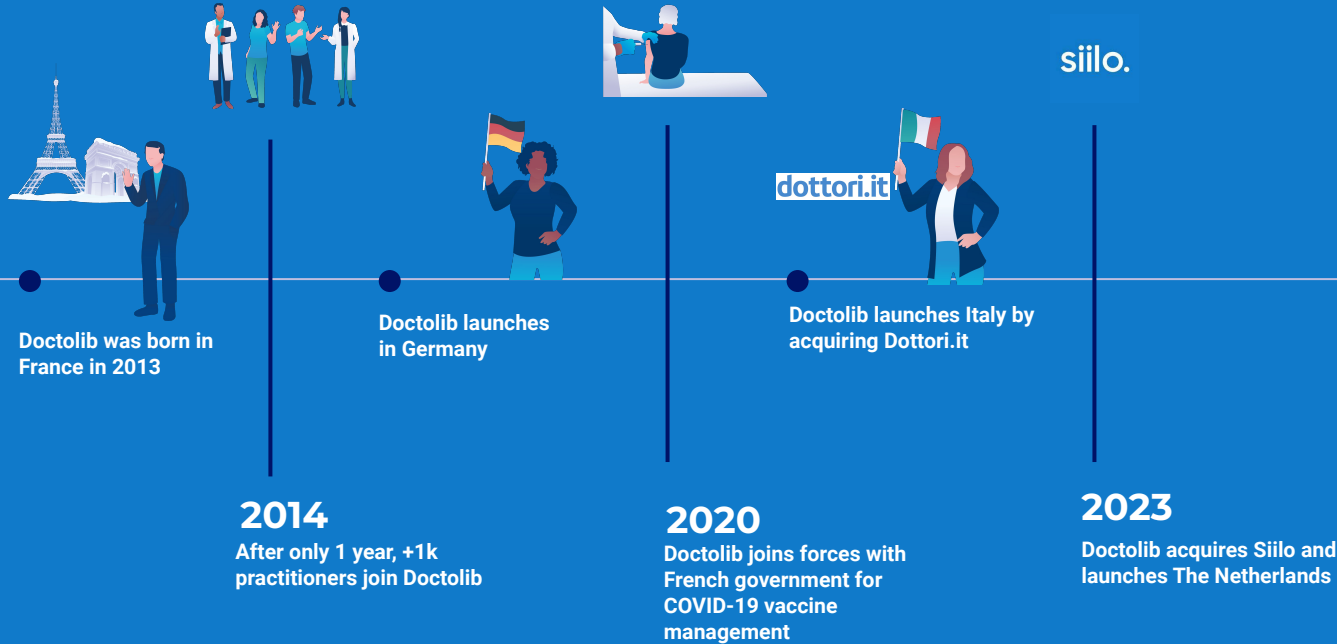


April 2022: Sales Excellence **Intern**
November 2022: **Analyst**
January 2024: **Senior Associate**



About

Doctolib in a nutshell



Date of funding	Funding Amount	Round Name	Post money valuation
Aug 03, 2022	\$51M	Series G	-
Mar 15, 2022	Undisclosed	Conventional Debt	-
Mar 15, 2022	\$549M	Series G	\$6.5B
Mar 19, 2019	\$170M	Series E	\$1.13B
Nov 27, 2017	\$42M	Series D	-
Jan 25, 2017	\$28M	Series C	-
Oct 12, 2015	\$20M	Series B	-
Nov 26, 2014	\$5M	Angel	-
Feb 04, 2014	\$1.2M	Seed	-
Jan 01, 2014	Undisclosed	Seed	-

Doctolib in 2024

900 000
Professional
Users



80 millions
Patients



2 800
Doctolibers



We serve care teams and patients all over
France, Germany and Italy with more than
30 regional offices

Doctolib has been a mission-driven
company since 2022

Our purpose

We strive
for a
healthier
world



Our missions

#1



Improving the daily lives of care teams

#2



Improving health for all

Un unmatched care teams network greatly satisfied

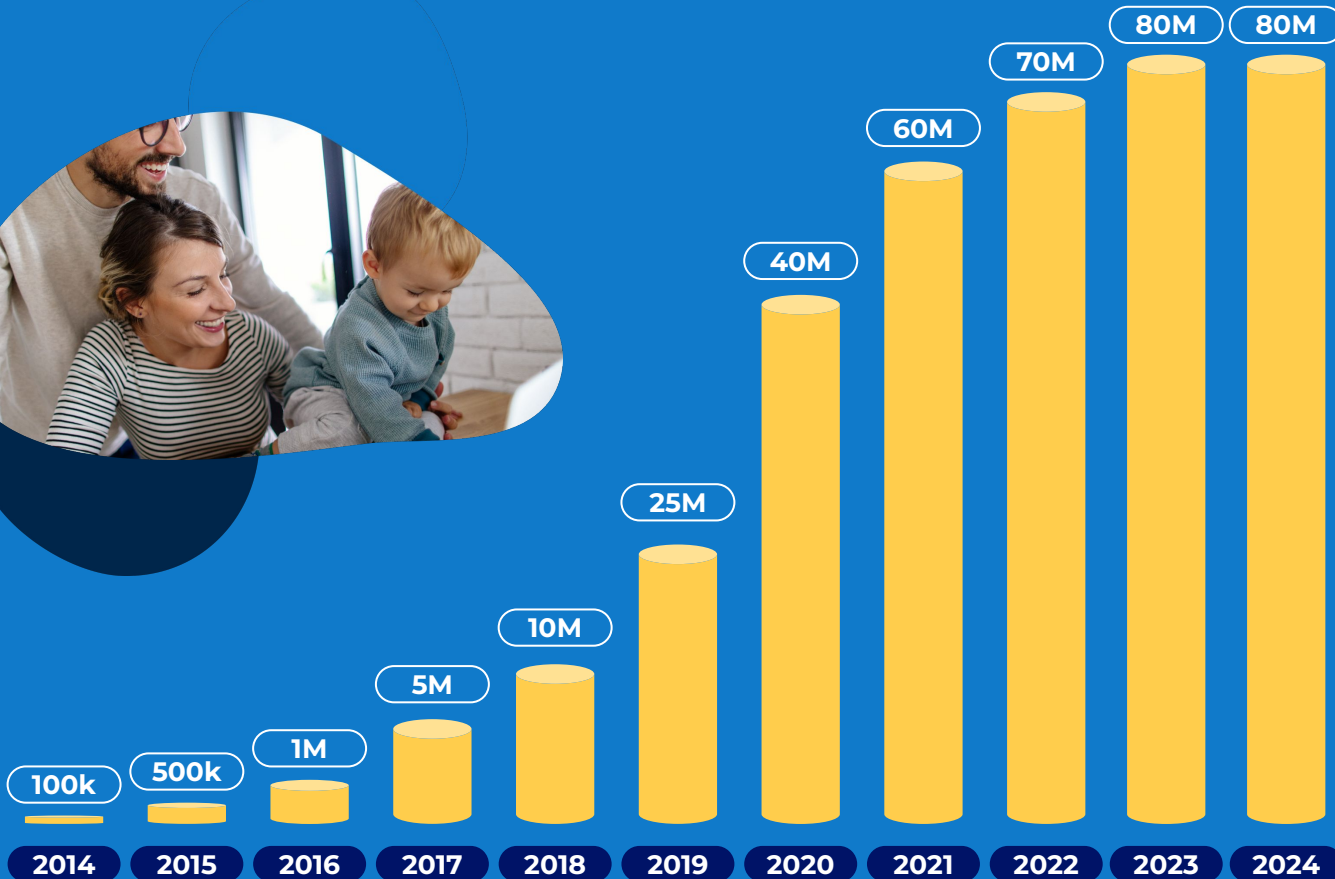


900 000
Professional
users

30
Satisfaction of
our users
(NPS)

*important increase because of the integration of Care Coordination Services

A strong and growing patient community



80 millions
patients in
Europe

97%
Of satisfied users

Doctolib Patient

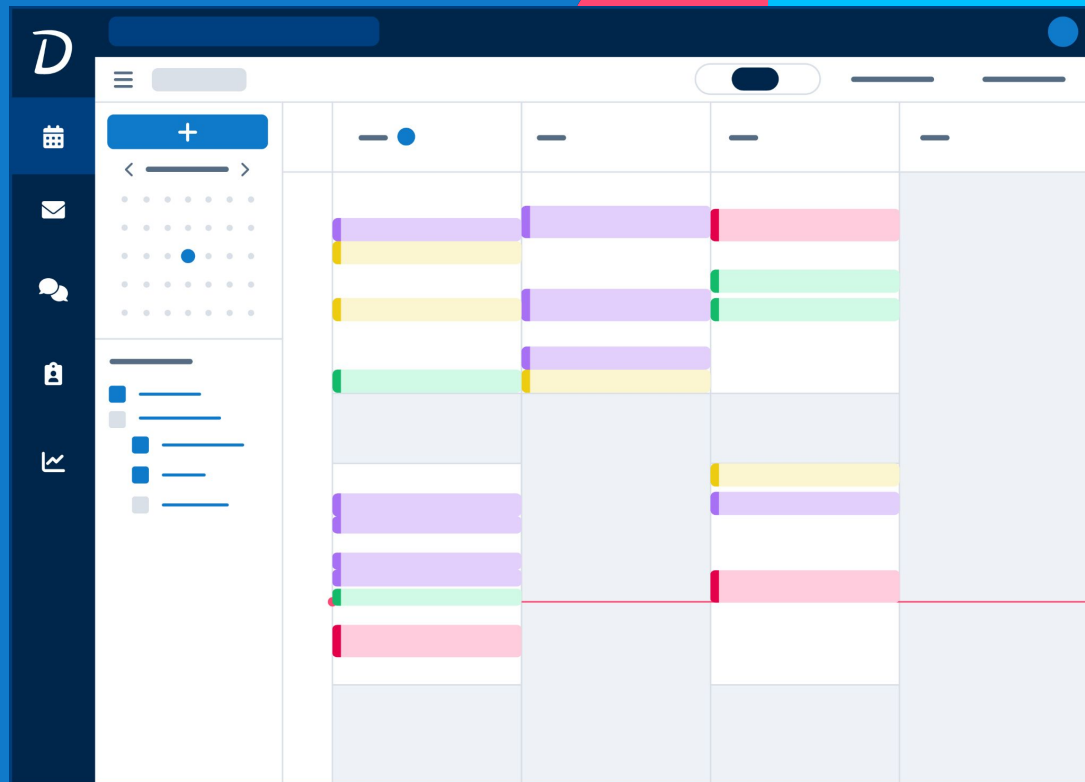
A full SaaS to handle the
patient care journey

The solution to increase
revenues, manage
appointments and all patient
services

- Increase revenues by 15-20%
- Deliver a high-end patient experience (NPS 75)
- Reduce Admin tasks by 30%

129€/month*

* in France and
Germany



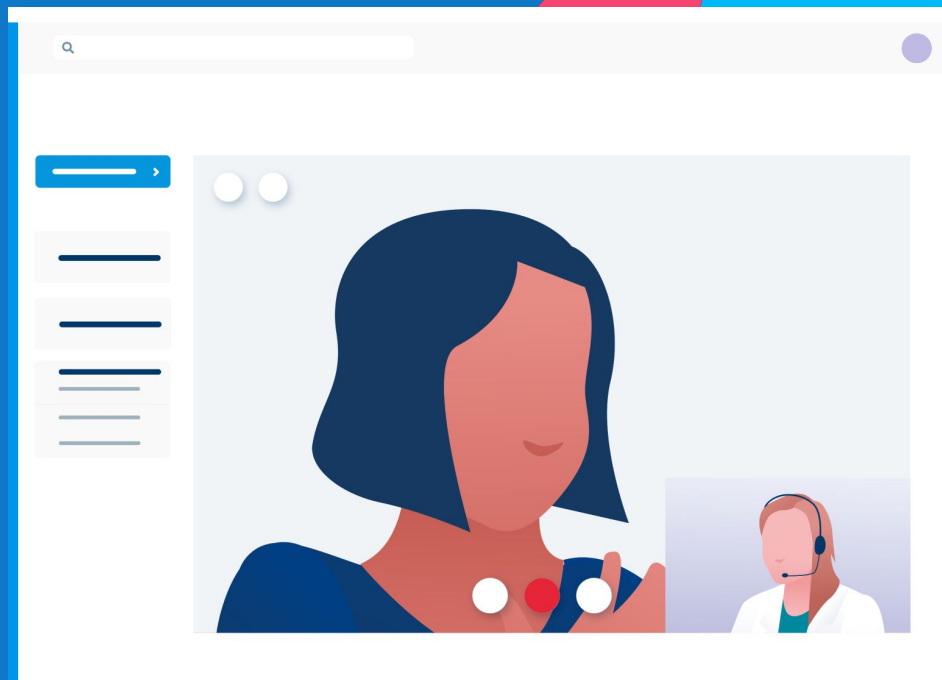
Doctolib Telehealth

The largest video consultation
solution

- Videoconferencing
- E-prescriptions & document sharing
- Online payment
- Integration with a Doctolib patient account
- Integration with Doctolib Scheduling

79€/month*

* in France and
Germany



**25 Millions
Teleconsultations**

**N°1
In Europe**

**4x
the 2nd player**

Doctolib Practice

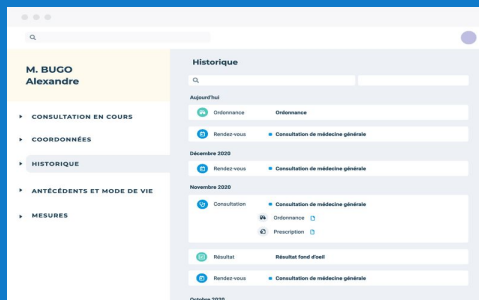
The next generation of
medical & financial software
to manage practice

A cutting-edge practice
management system

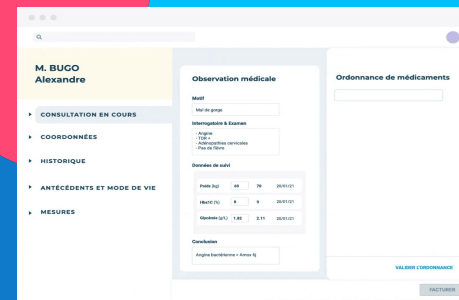
- Clinical software
- Financial software
- Perfect integration with Doctolib Team & Patient

135€/month*

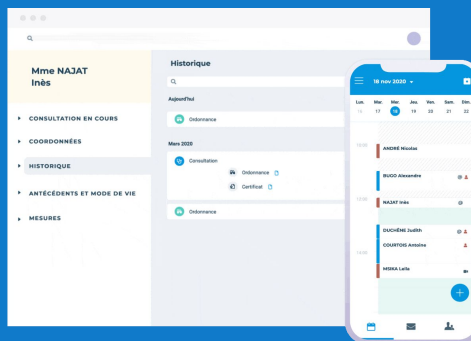
* in France only



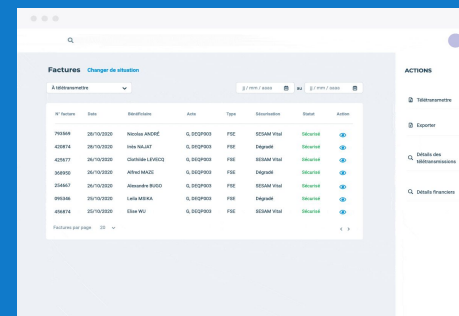
Patient file



Prescription Software



Smart Documents



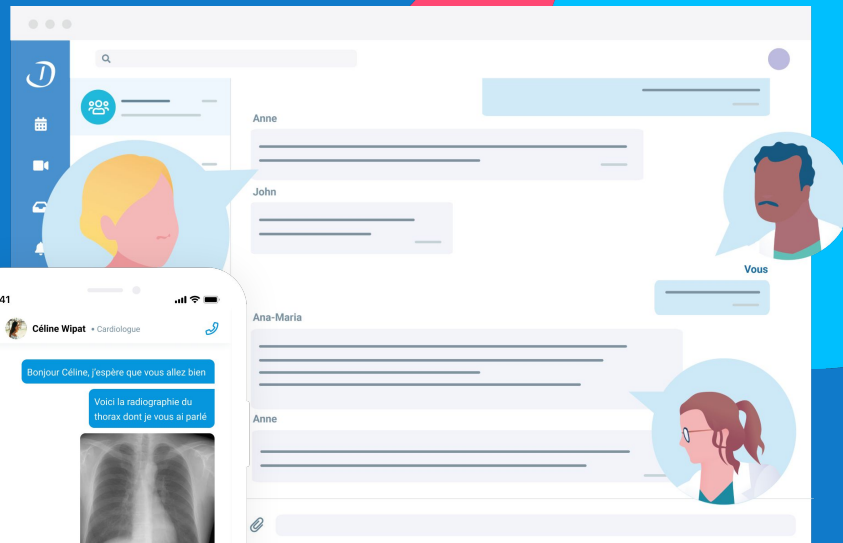
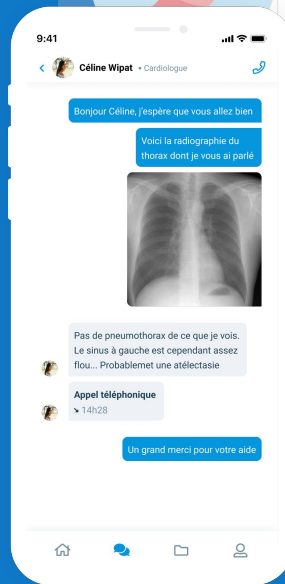
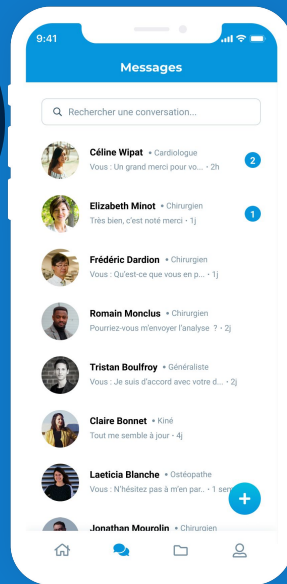
Billing / Reimbursement

Doctolib Siilo

The solution to easily work with peers

- Directory for all practitioners
- Secure messaging
- Secure document sharing
- Patient referral

Free for
healthcare
professionals



Doctolib Hospital

Streamline the patient pathway and optimize its activity



Digital signature

Digital forms and questions

Document sharing

Patient communication

Doctolib Reader

Invoice in mobility as in the office



Mobile

Billing

Synchronization

Early Careers at

Join us in our mission of improving healthcare for all!



152

interns, apprentices and
working students joined our
teams in 2022.

90%

of our interns would highly
recommend Doctolib.

Internship

Apprenticeship

Graduates

Working Students

Currently hiring for:

Sales Strategy Intern (x2)

Go To Market Strategy Intern

Sales Coach Intern

Italian & English

French or English

Italian & English

Past analyst exp. required

Past Excel exp. required

Past analyst exp. required

If interested, scan the QR Code and write on the CV file
the name of the job position you're interested in

(example: "CV_De Rubertis Claudio_Sales Strategy Intern")

[LINK](#) (will be sent on the Zoom chat)



Path to Google



Joana Silva

2015 - 2018
BA in Business & Economics
Católica
Lisbon, Portugal

2017
Exchange
IESEG
Paris, France

2018
Volunteer Teacher
Primary School
Cape Town, SA

2019 - 2022
MiM (Strategy & Consulting)
ESCP
Paris, France
Madrid, Spain

2019
Business Development
WorkLife (Startup)
Paris, France

2020
e-Commerce EMEA
Chanel PB
Paris, France

2021
e-Merchandising EMEA
Christian Dior
Paris, France

2022
Account Strategist
Google Customer Solutions, UKI
Dublin, Ireland

Google



Google

🔍 About Google



Google Search

I'm Feeling Lucky



Google 1998

To organize the world's information and make it universally accessible and useful.



1997-1998



1997-1998



May 2010
September 2013



1997-1998
(Pre-launch)



September 1999
October 1998



September 1998
May 1999



May 1999
May 2010



May 2010
September 2013



September 2013
September 2015



September 2015

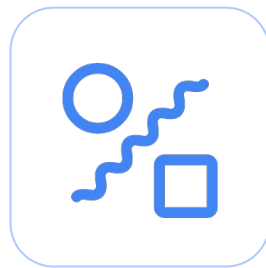
Making AI helpful for everyone



Enable others to
innovate



Build and deploy
responsibly



Boost creativity and
productivity

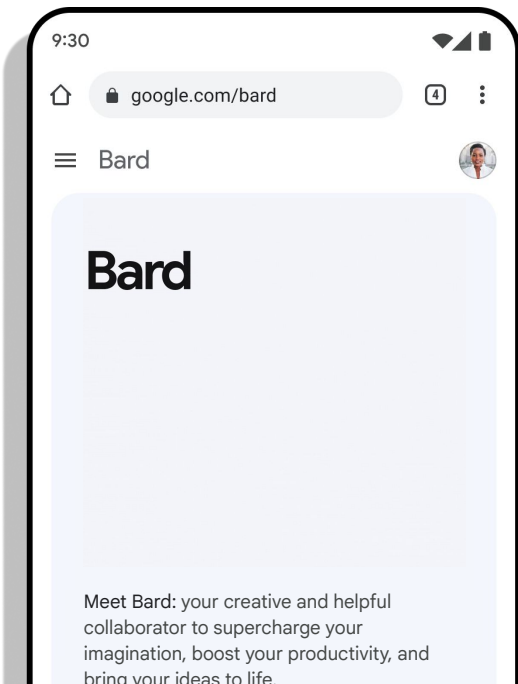


Improve knowledge
and learning

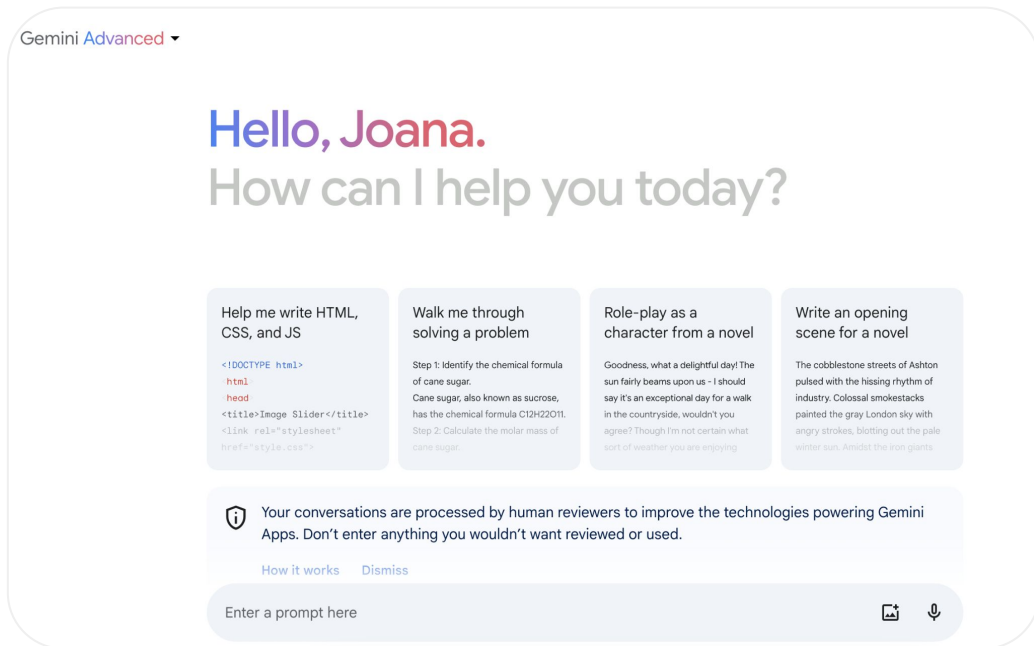


2023 - 2024

Generate images from text
in Google Slides & Meet



2024 - now



Google's structure

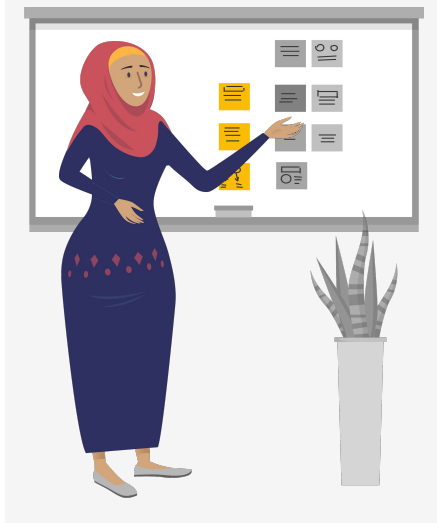
Tech



Engineering, infrastructure, data centers, etc.

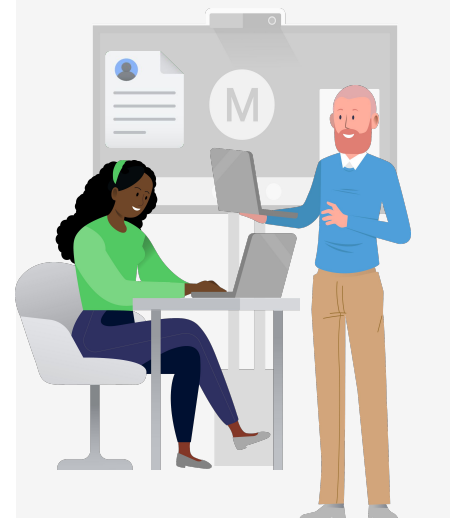
Google Build for everyone

Global Business Organization



Sales, marketing, partner dev., etc.

Global Advisory Function



Legal, People Operations, finance, etc.

Google



Life at Google Dublin

130,000+ full time employees worldwide



Google Dublin



15

Google buildings



9,000

Googlers & TVCS



500+

Engineers



70%+

Sales

70 nationalities
75 languages

Noogler life!

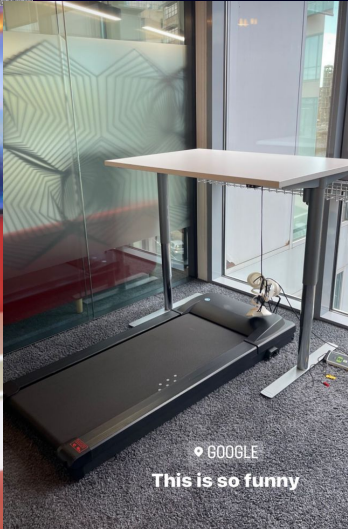
Google



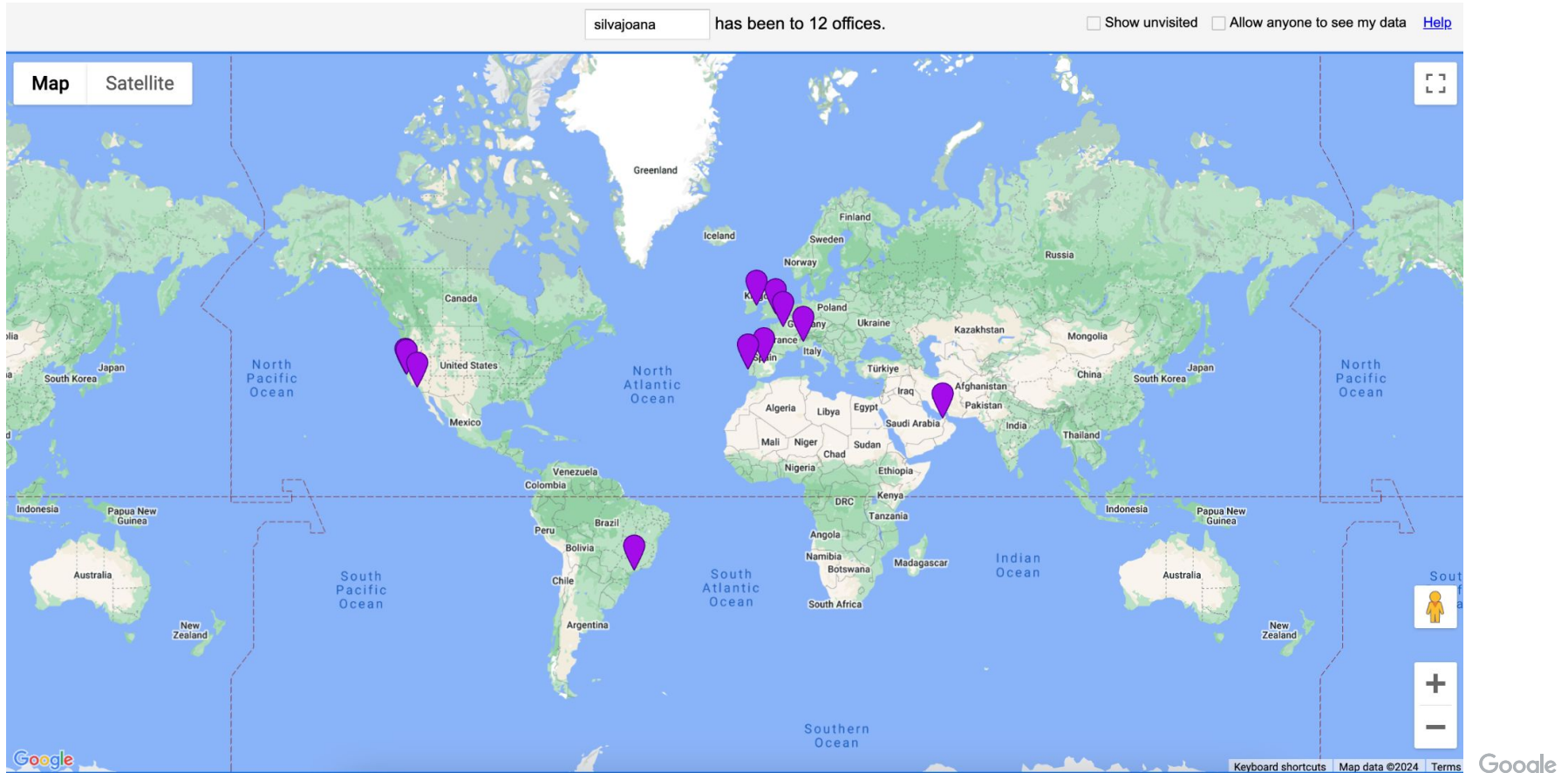
The office!



Fun activities!



Work from anywhere!



The work!





Opportunities with Google

Intern vs Full time Positions @ Google EMEA

Intern Position: If you are still a student in September 2024 or later, you may be eligible for an Intern position.

Full time position: If you have graduated by September 2024 or earlier, you may be eligible to apply for a Full time position.



Business Internship

Business interns join teams across Cloud, Marketing and Sales to identify challenges, collaborate on building solutions, and drive meaningful change for clients and users — all while developing skills and building careers.

Location: Dublin, Ireland and other EMEA locations



Applications close on
28th October



Google Customer Solutions (GCS)

Customer Growth Associate

You'll work with a variety of small- and medium-sized businesses, advising business owners on how to meet their objectives with digital advertising solutions. This sales role enables businesses to expand their growth with Google's advertising products.

Languages: 10+ languages such as English, German, Russian, French, Spanish, Italian, Arabic, Hebrew, etc.

Location: Dublin, Ireland



Submit your resume at
google.com/students



Creating Alerts for Roles

137 jobs matched

What do you want to do? Clear filters

user experience designer university grad

Locations

Mountain View, CA, USA

San Francisco, London, Michigan

Skills & qualifications

Computer programming, Finance degree, U

Degree

- Associate
- Bachelor's
- Master's
- Ph.D.
- Pursuing Degree

Job types

- Full-time
- Part-time
- Temporary
- Intern

Organizations

Turn on job alerts for your search job alert button

User Experience Designer, University Graduate

Google Mountain View, CA, USA Austin, TX, USA Atlanta, GA, USA + 9 more locations

Qualifications:

- Bachelor's degree in Design (e.g., Interaction, Graphic, Visual Communications, Product, Industrial, etc.), Human-Computer Interaction (HCI), Computer Science (CS) or a related field or equivalent practical experience.
- Experience with industry standard design tools (e.g., Photoshop, Illustrator, Sketch, InVision, Principle, etc.).
- Experience in designing usable interfaces.

Expand

Senior UX Designer, Google Health Studies

Google Mountain View, CA, USA San Francisco, CA, USA

Qualifications:

- Bachelor's degree in a Design field (e.g., interaction, graphic, visual communications, product, industrial, etc), Human-Computer Interaction (HCI), Computer Science, a related field, or equivalent practical experience
- Experience working with Product Managers to define product strategy

Expand

Quantitative User Experience Researcher

Google Mountain View, CA, USA New York, NY, USA Seattle, WA, USA + 4 more locations

Qualifications:

- Bachelor's degree in Computer Science, Human-Computer Interaction, Statistics, Psychology or a related field, or equivalent practical experience.
- Experience in a programming language commonly used for data manipulation and computational statistics (such as Python, R, Matlab, C++, Java or Go), and with SQL.
- Relevant product research experience or experience in an applied research setting.

Expand

careers.google.com

From: careers-noreply@google.com

Date: 22 May 2023 at 10:04:41 GMT+1

To: joana.vasques_da_costa_e_silva@edu.escp.eu

Subject: New jobs match your search on Google Careers

For your search **No keywords**

VIEW MORE

Technical Program Manager, Energy Contracts and Asset Management

Google –

7 days ago

- Bachelor's degree in Finance, Math, Statistics or Engineering or equivalent practical experience.
- 5 years of experience in electricity tariffs, rate structures, wholesale energy market contracts, energy portfolio operations, or energy contract management (including Power Purchase Agreement contracts).
- Experience building SQL based queries, creating dashboards and reports and converting data into insightful actionable information.

UNSUBSCRIBE

careersonair.withgoogle.com/students

Live and on-demand virtual events to help build your professional skills and immerse you in Google's culture

The screenshot shows the Google Careers OnAir website for students. At the top, there is a search bar and navigation links for 'Students', 'Industry', and 'Programs'. The main banner features the text 'GOOGLE CAREERS Planning your next career move?' and a sub-headline 'Whether you're preparing for your first internship or pivoting to your next opportunity, Google Careers OnAir will help you connect, learn, and grow. Register for upcoming livestreams, watch previously-aired events on demand, and let us help you get one step closer to your future.' To the right of the banner is a blue and white illustration of a city skyline with various icons representing technology and education.

Below the banner is a 'Featured' section with a card for 'First-Generation Students @ Google' dated February 9, 2021. The card includes a sub-headline and a paragraph of text: 'Come hear first-generation college attendees Googlers discuss tips and current first-gen students on how to make the most of their time in college. Register to hear more and learn about the work Google is doing to welcome students from all backgrounds into the tech industry. On February 9, we'll have two sessions: the first session will feature Googlers talking about their experiences, and the second session will feature live Q&A with first-gen engineers and recruiters.'

The 'Students' section below features a grid of event cards, each with a date, title, and a 'Click here to watch' link:

- MAY 12, 2021**
Building an Accessible Google
[Click here to watch](#)
- APRIL 21, 2021**
Black Women in the Tech Industry
[Click here to watch](#)
- APRIL 15, 2021**
Personal Project Workshop for Technical Students
[Click here to watch](#)
- APRIL 13, 2021**
Google Mythbusting
[Click here to watch](#)
- MARCH 30, 2021**
Cloud Panel: Voices of Cloud
- MARCH 25, 2021**
Hardware Spotlight
- MARCH 24, 2021**
Preparing for a Virtual Internship
- FEBRUARY 25, 2021**
Googleness and Leadership Interviews: Tips, Tricks, and Common Mistakes

Go Beyond!

Google

Skillshop

Explore ▾

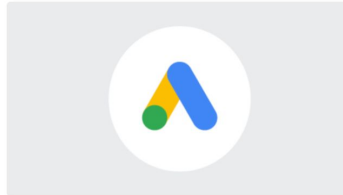
Get Certified ▾

Sign in

Master the Google tools you use at work with online training

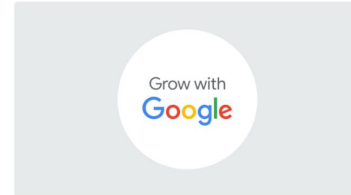
Develop skills you can apply right away, with e-learning courses designed by Google product experts. Learn at your own pace and get Google product certified.

Get started



Google Ads

Grow your skills using Google Ads to advertise your business online, and get Google Ads Certified.



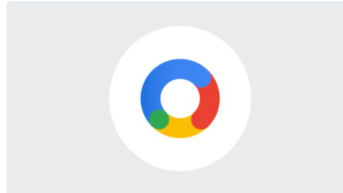
Grow with Google

Accelerate your career or business with an online digital skills course in everything from coding to AI and beyond.



Google for Education

Grow and succeed in K12 or Higher Education through a curated set of trainings for educators, students, and school leaders.



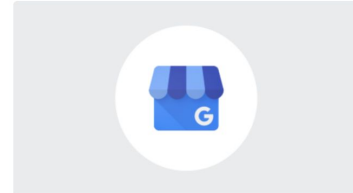
Google Marketing Platform

Learn how to achieve your marketing objectives and get certified in Google Marketing Platforms.



Google Analytics

Learn how Google Analytics can help you grow your business through intelligent data collection and analysis.



Google My Business

Discover how Google My Business can support your business.

<https://skillshop.exceedlms.com/student/catalog>

Google

Don't Fear Rejection

Hi Joana Vasques Silva,

Thank you for taking the time to apply to our internship program. We are writing to let you know that we will not be moving forward with your candidacy for Business Intern 2022, Sales and Marketing - EU Headquarters or London. Although this role didn't work out, we may contact you if we come across another opening that we think might be a good match for your skills and experience.

Have questions about how we select interns? [Visit our help page to learn more about our intern hiring process.](#)

As always, we also encourage you to:

- Explore other opportunities at careers.google.com/students.
- For upcoming and on-demand events from Google's Recruiting teams globally, visit our [CareersOnAir homepage](#).
- Looking to brush up on your technical skills? Try [Google's Tech Dev Guide](#) or take part in our coding competitions, such as [Kick Start](#).
- If you're considering a career in business, take a look at Google's [Google's Business Dev Guide](#).
- follow @googlestudents on social media ([Instagram](#), [Twitter](#), [Facebook](#), [blog](#)), and [@Google on LinkedIn](#).

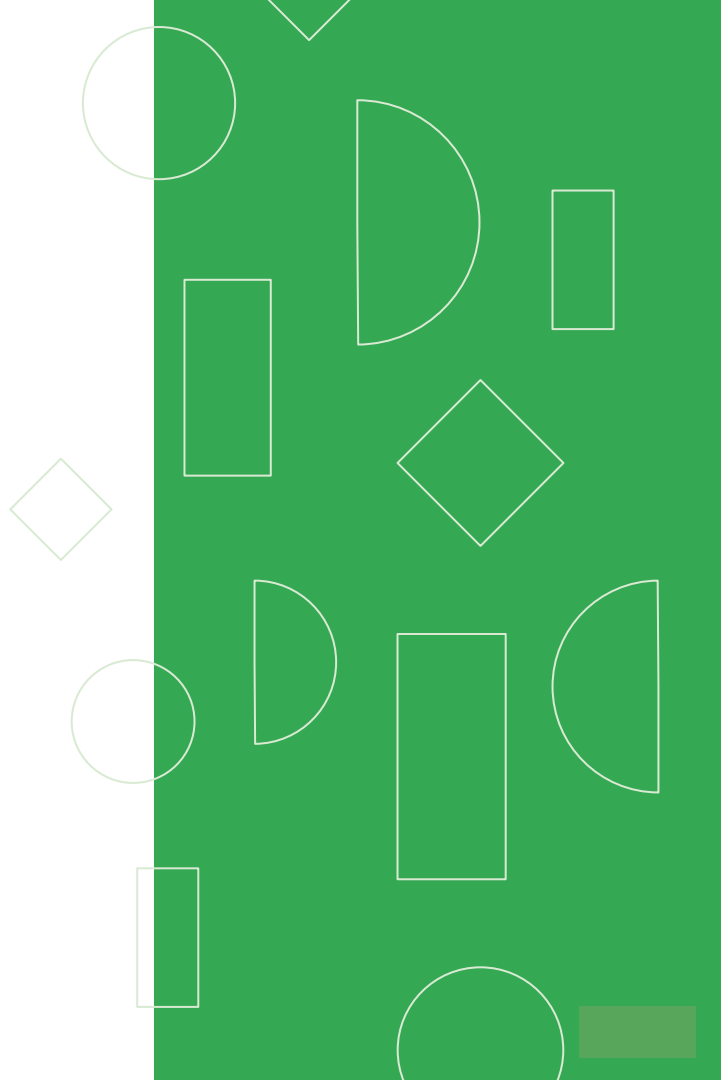
We wish you the best in your internship search and appreciate your interest in working at Google!

Best,

Google Recruiting



CV Workshop



... The HR team

(who gets a looot of CVs every day)



2 min

Objective is to **sort resume**, based on

- **Educational** curriculum
- Internships/jobs in previous **companies**
- **Cultural** fit: languages, passions

... The Hiring team

(who are really busy and need to focus)



30 sec

Objective is to see if **you're fit** for the role:

- Specific **competences** (e.g. : excel, reporting, sales, SQL...)
- Internship **companies & job desc.**



6 Golden rules

1. Keep it always 1 page (if Elon Musk can...)
2. Never do spelling / grammatical mistakes
3. Think of it as a website landing page: what do you want to show first?
4. Make it unique: what does make you stand up?
5. Use STAR / Data to tell what you have achieved
6. Don't oversell (especially when it's about languages or hard skills)




Trick #1: Creative or analytical job?

Joana VASQUES SILVA
[Redacted] 75012 Paris

Digital Marketing, Strategy & Consulting experience
Fluent in English, Portuguese, French

EDUCATION

2019 – 2022 **ESCP Europe – Master in Management (MIM) – Programme Grande Ecole**
Major in Strategy Consulting



Marketing / creative job



Finance, consulting, sales

Claudio DE RUBERTIS
[Redacted]
www.linkedin.com/in/claudio-de-rubertis

On a mission to scale up purpose-driven Tech companies
+2 years of work exp. in fast growing Tech companies
Innovation, technology, and strategy enthusiast
Values, results and social impact oriented

WORK EXPERIENCE

Apr 2022-Present **Doctolib** | Fastest growing and leading e-health service in Europe (E-Health Industry) Italy
Senior Associate, Sales & Go-To-Market Strategy
• End-to-end ownership of Sales & GTM Strategy of a 6xM ARR cluster
• Worked closely with the Strategy Lead to outline and assess key aspects of Italian market
growth (geographical, user, target segments, pricing, management, staff, etc.)



Marketing / creative job



Finance, consulting, sales



Trick #2: Summarise your CV in the first 4 lines

Claudio DE RUBERTIS

[REDACTED]

claderub@gmail.com

www.linkedin.com/in/claudio-de-rubertis

On a mission to scale up purpose-driven Tech companies

+2 years of work exp. in fast growing Tech companies

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Values, results and social impact oriented

Claudio DE RUBERTIS

[REDACTED]

claderub@gmail.com

www.linkedin.com/in/claudio-de-rubertis

Available from November 2022, open to full-time offers

Studied in 6 different European countries in the last 4 years

Worked in analytical and cross-department roles in Tech Scale-Ups

Chooosed work and extra-curricular experiences by marrying the mission



Trick #3: Optimise the space

LANGUAGES AND COMPUTER SKILLS

- **Italian:** mother tongue | **English:** fluent – C2 | **French:** intermediate – B1 | **Spanish:** intermediate – B1
- Advanced with **Microsoft PowerPoint, Excel, Google Sheets, Salesforce** | Knowledge of **Tableau, Python, SQL, HTML, CSS**

OTHER EXPERIENCE & PERSONAL INTERESTS



PERSONAL SKILLS

Creativity	● ● ● ● ● ●
Organization	● ● ● ● ● ●
Communication skills	● ● ● ● ● ●
Patience	● ● ● ● ● ●
Tolerance to pressure	● ● ● ● ● ●
Responsibility	● ● ● ● ● ●



Unless you are applying for a creative role



Trick #4: Personal interests catch the attention

Did you join associations?

Have you done volunteering?

Did you found any business?

Do you play instruments?

Any exciting hobbies?

Added value online trainings?

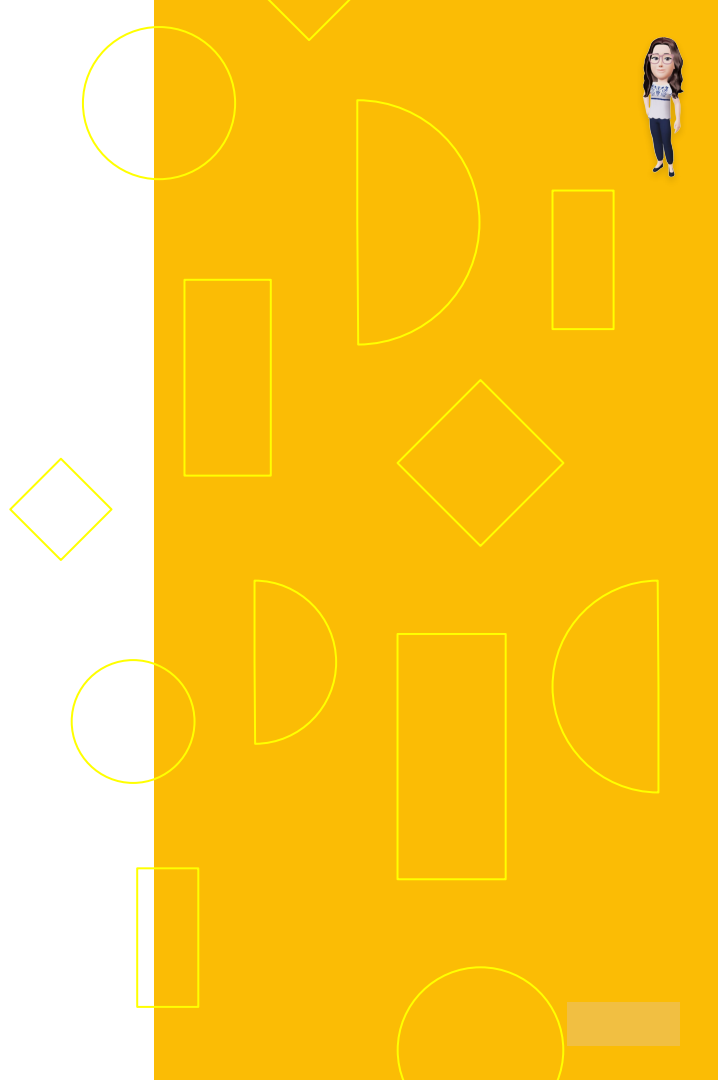
What's your favourite book? Why?

How many countries have you travelled?





Networking

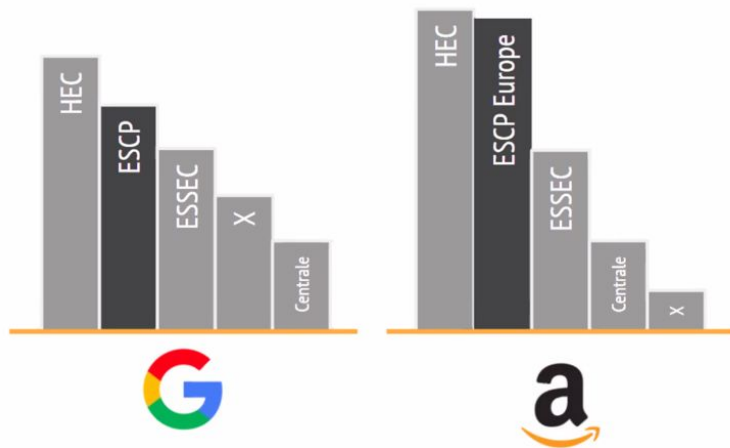




Why ESCP >> Other business schools

Networking

Number of employees from Top French schools at Google and Amazon.



Why are you at the top?

- Languages & Culture
- Curriculum: Big Data, High Tech, Strategy, Finance, Sales & Marketing
- Entrepreneurship: major, associations
- Bootcamp preparation
- Leverage ESCP Network

Networking & ESCP community

1. University workshops + Career advisory
2. Tech events
3. Alumni networking
4. LinkedIn 



Ask **questions**.

Ask for **help**.

Ask for **tips**.

Ask for a **referral**.





Prep

Trick #1: Do your homework

Trick #2: Find things in common

Connect

Trick #3: Highlight your motivation

Trick #4: Keep it short

The screenshot shows the LinkedIn profile of Aurélie DIENE, an EMEA Recruiter at Google. The profile includes a search bar, navigation icons for Home, My Network, Jobs, Messaging, and Notifications. The Education section is highlighted, showing two degrees: a Master's degree in Human Resources management from ESSEC Business School (2016-2017) and a Master 1 in Social Law from Université Paris Nanterre (2015-2016). A link to show all 3 educations is visible at the bottom.

Education

- ESSEC Business School**
Master's degree Human Resources management, Gestion des ressources humaines / administration du personnel, général
2016 - 2017
- Université Paris Nanterre**
Master 1, Droit Social
2015 - 2016

Show all 3 educations →

The screenshot shows a direct message conversation on LinkedIn. The sender is a Strategic Operations & Growth Associate at Neodrain, dated August 10, 2023, at 10:10 AM. The message content is as follows:

Hi Joana,

I hope you are doing greatç

I'm reaching out because I came across your profile on the ESCP alumni list and noticed that you are currently associated with Google. The reason for my message is to kindly inquire whether you might be able to share some valuable insights and advice regarding a successful application process to Google.

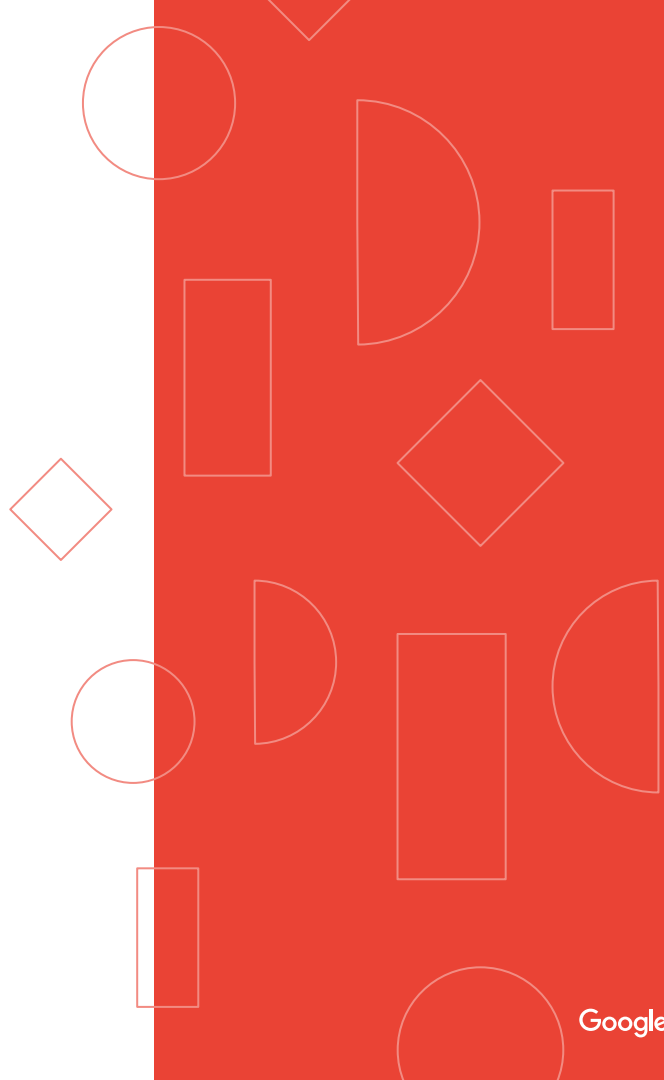
Given that Google is my top-choice company to work for, I'm truly dedicated to maximizing my chances of a favorable outcome. Considering our shared academic background, I believe your guidance could be incredibly beneficial. Your assistance would mean a lot to me! 😊

Thank you immensely!

Below the message is a text input field with the placeholder "Write a message..." and a "Send" button. A "Latest message" label is positioned above the input field.



Q&A



Thank you!

