

hello

ESCP Alumni Tech Bootcamp

Let's talk about Tech!

Doctolib
Google

Nice to meet you!



Claudio De Rubertis

Senior Associate,
Sales & GTM Strategy @ Doctolib

MiM '22

 *Milan, Italy*



Joana Silva

Account Manager
Mid-Market, UKI @ Google

MiM '22

 *Dublin, Ireland*



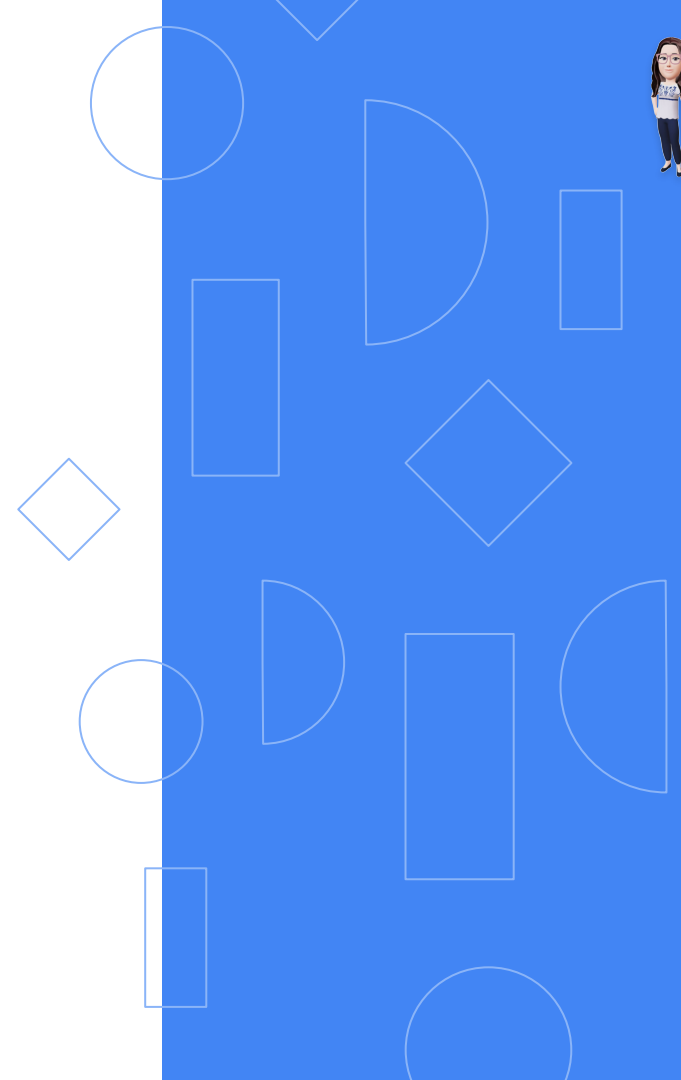
Agenda

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

Join at menti.com | use code 6969 9997

Mentimeter



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



transpiration
leader bold
creative
focus fast
inspiration





MICROSOFT

Windows
Copilot

Available in preview
for Windows 11 in June.

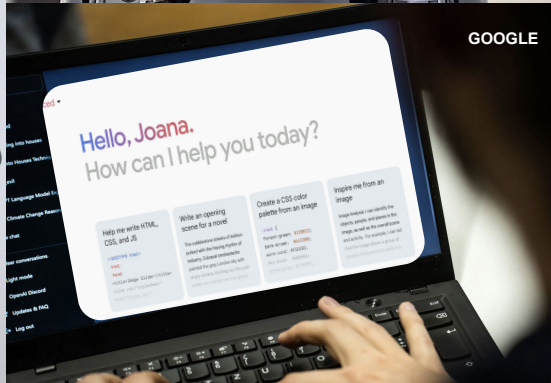
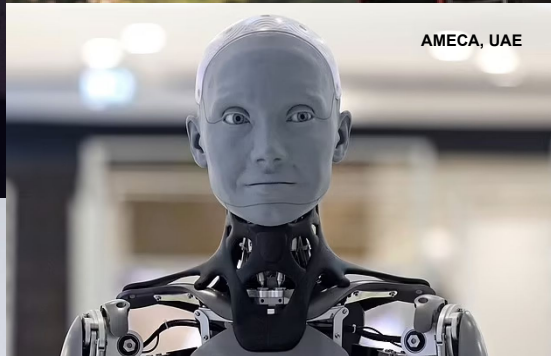
AMAZON



Elmore
Leonard
SWAG



AMECA, UAE



GOOGLE

Hello, Joana.
How can I help you today?

Help me write HTML, CSS, and JS

Write an opening score for a report

Create a CSS color palette from an image

Inspire me from an image



APPLE

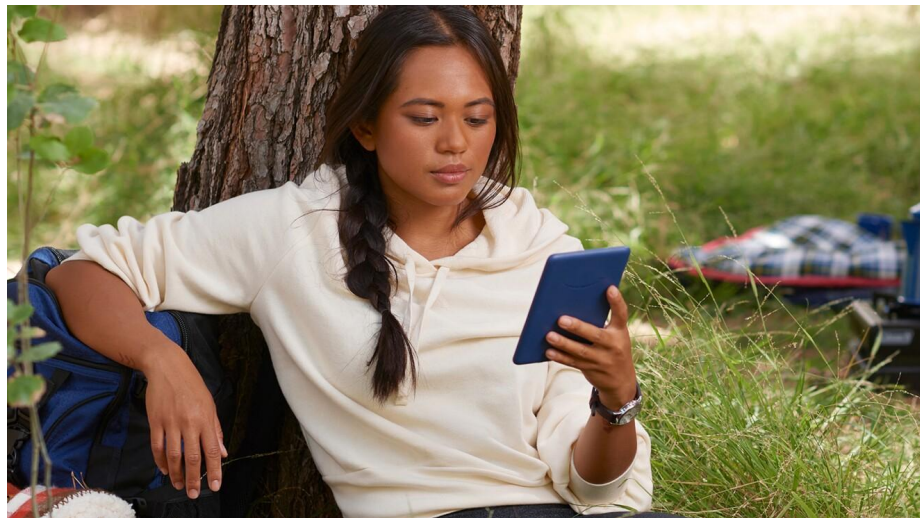


BOSTON ROBOTICS

Watching TV



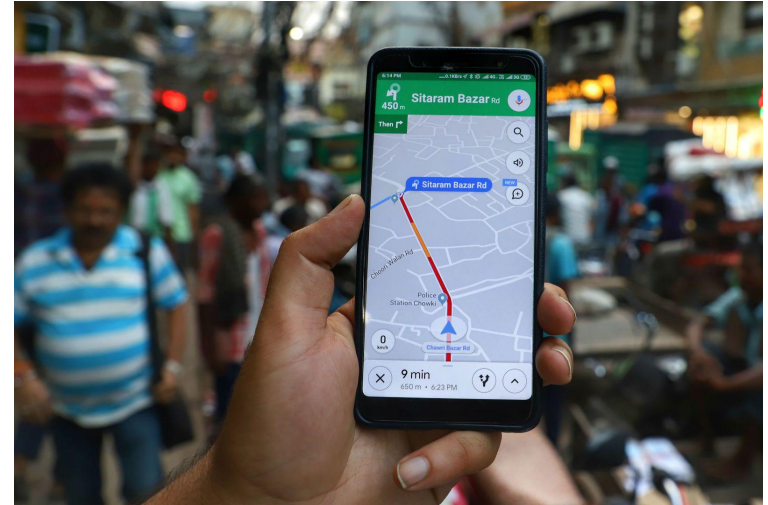
Reading a book



Sending messages



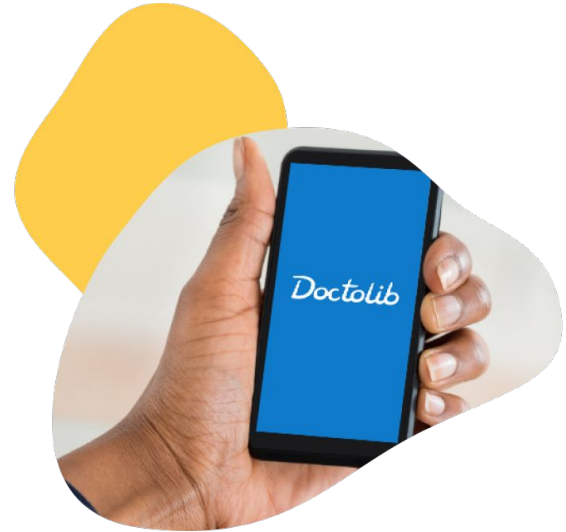
Looking for directions



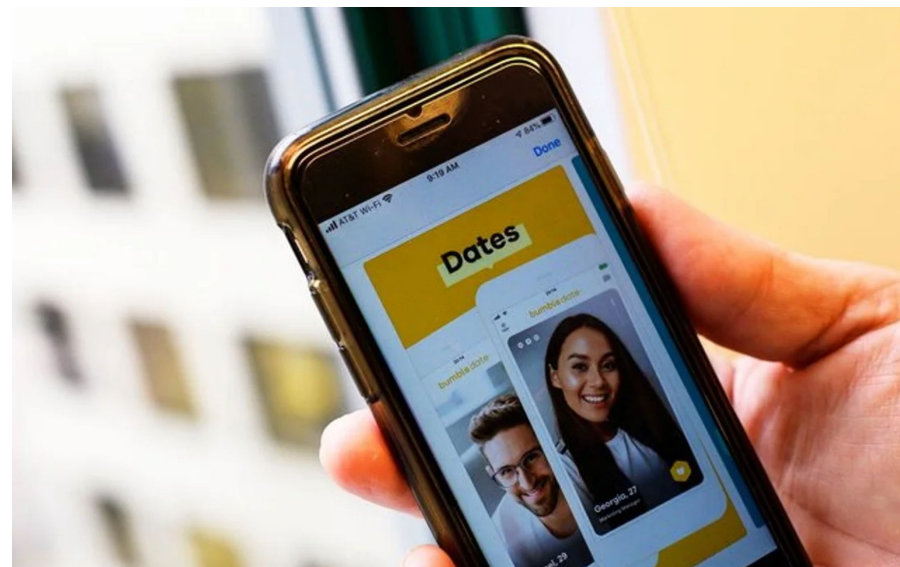
Getting a ride



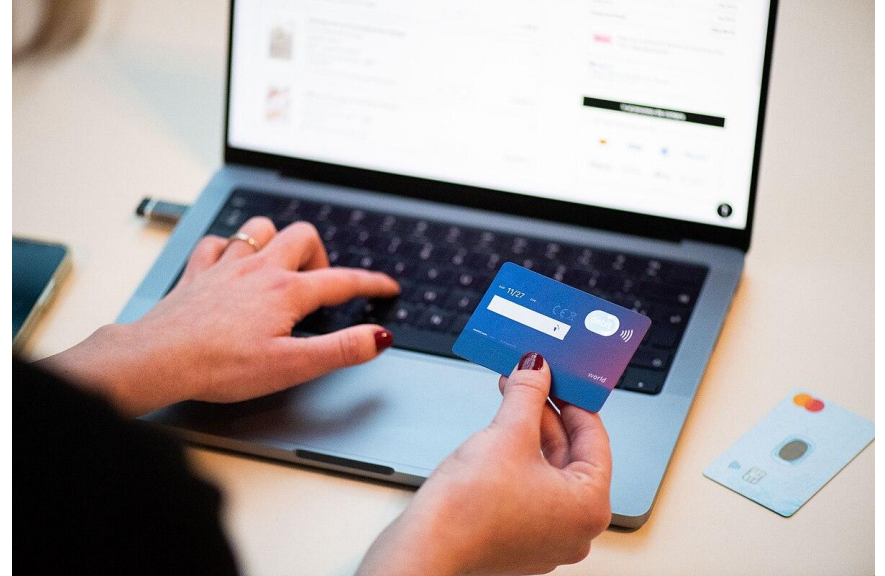
Booking a doctor appointment



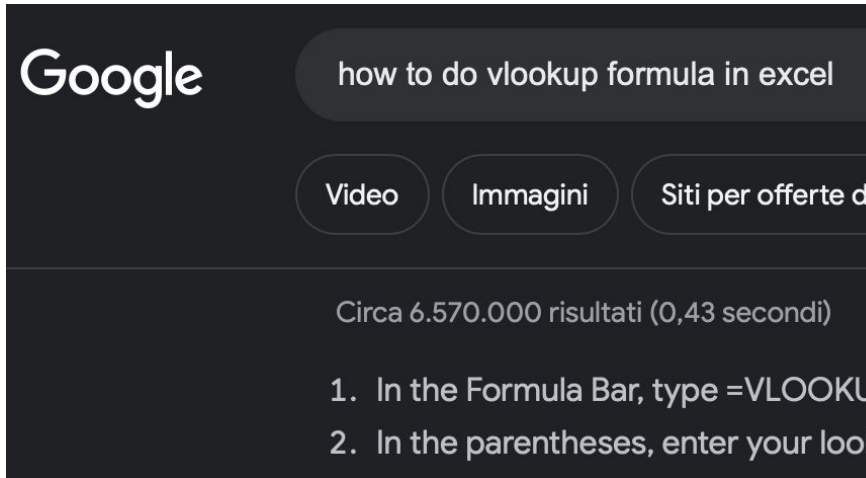
Meeting people



Buying clothes... or anything!

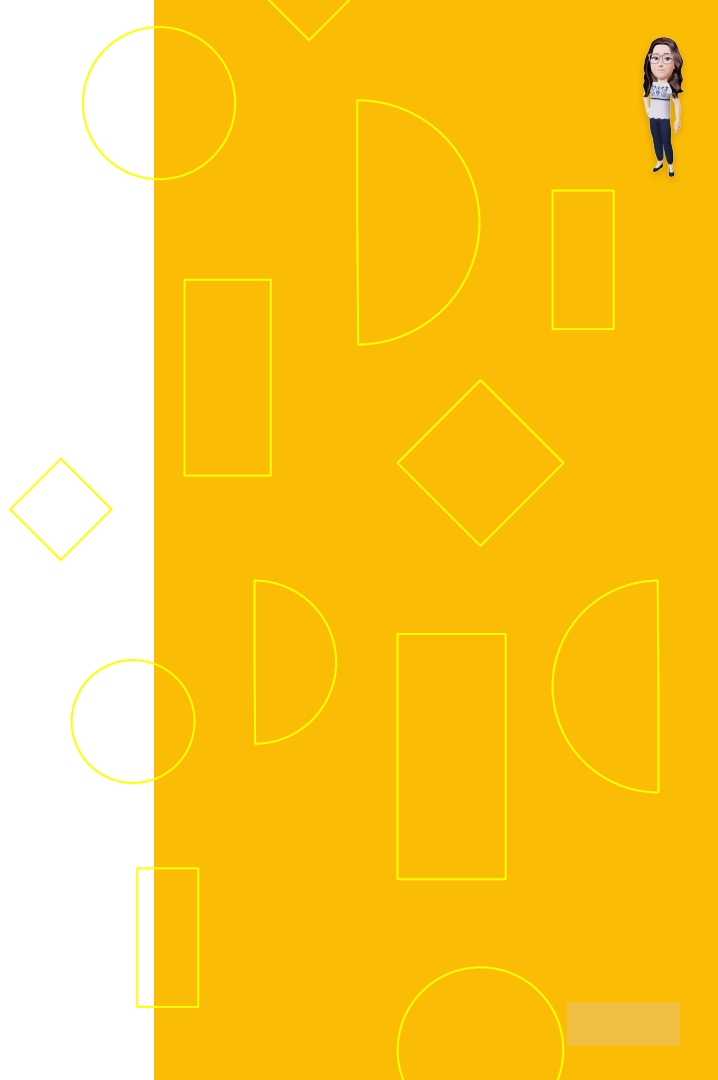


Asking any questions with... AI!





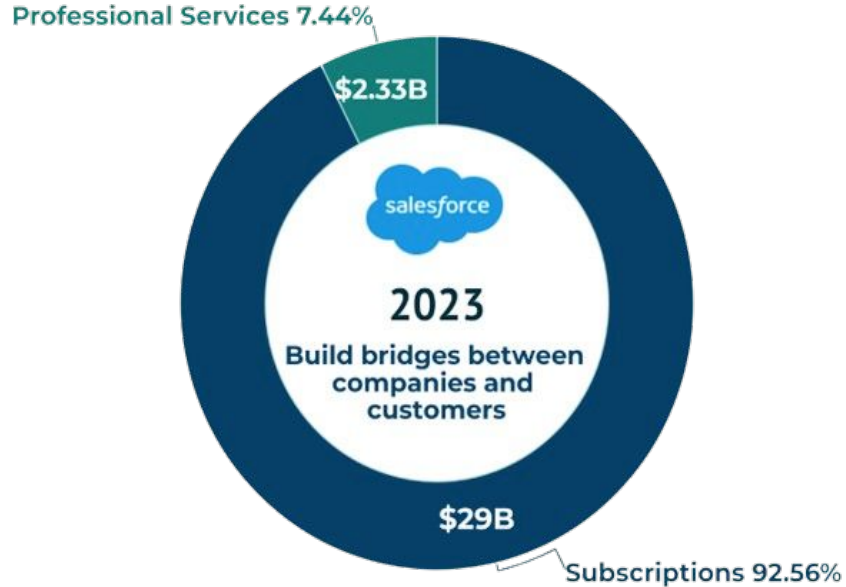
Main players







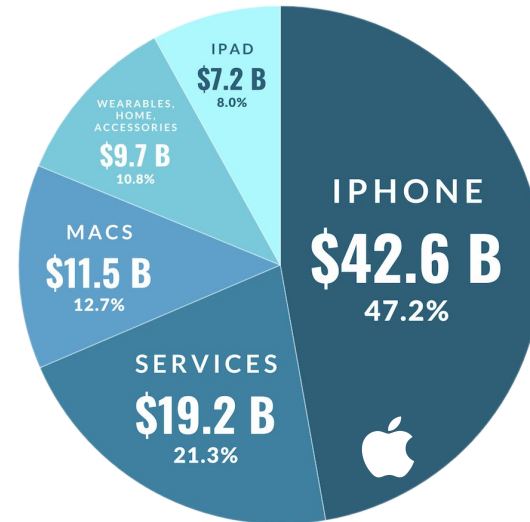
Software (SaaS)



What is a SaaS company?

Software as a service (or SaaS) is a way of delivering applications over the Internet—as a **service**. Instead of installing and maintaining software, you simply access it via the Internet, freeing yourself from complex software and hardware management.

Hardware



What is a hardware company?

These companies produce a broad range of advanced hardware and equipment, ranging from personal computers and mobile phones to printers and networking tools. Some of these companies also manufacture home appliances like refrigerators, washing machines, and microwaves.

Find your best fit



Product development

Legal

Engineering

Design / Creative

Risk & Security

Sales

Marketing

Strategy / Consulting

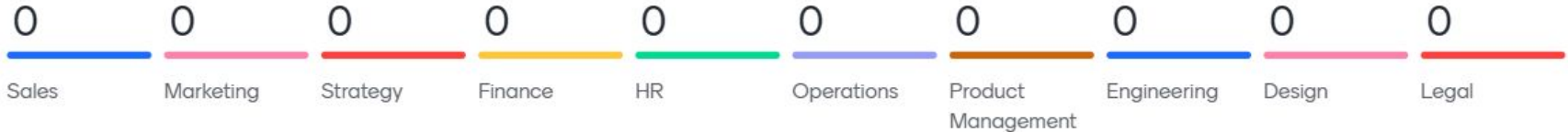
Finance

Human Resources

Operations



In which department would you like to work?



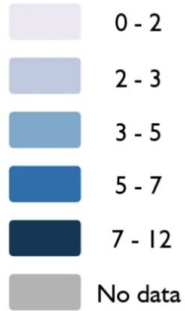


How do I get there?

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!



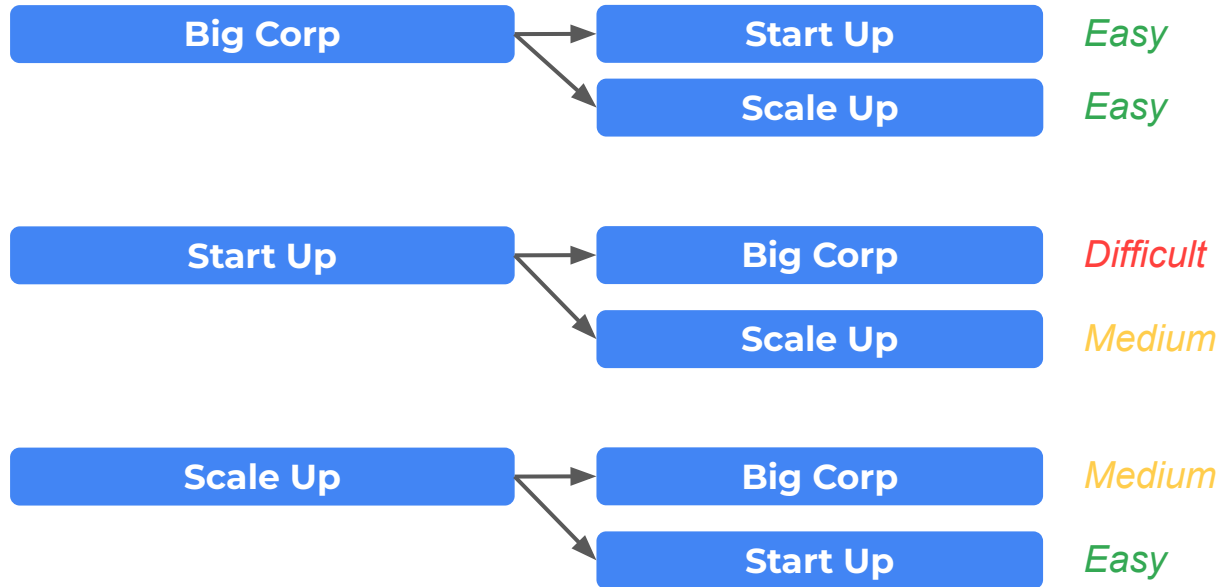
Where should I go?



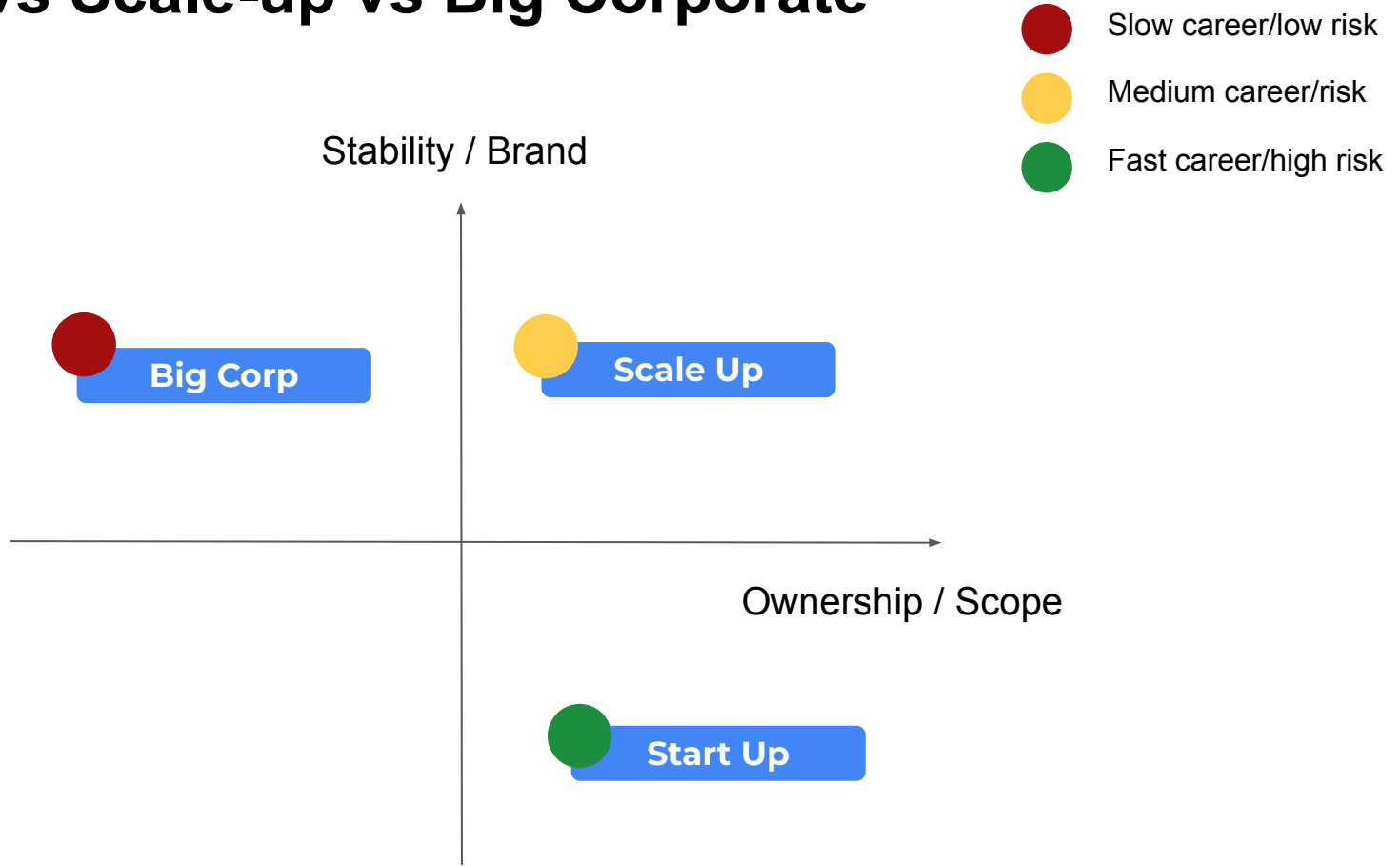
Timing is KEY



Decision making for Career Choice: exit strategy



Start-up vs Scale-up vs Big Corporate



Why do you want to join a Tech company?

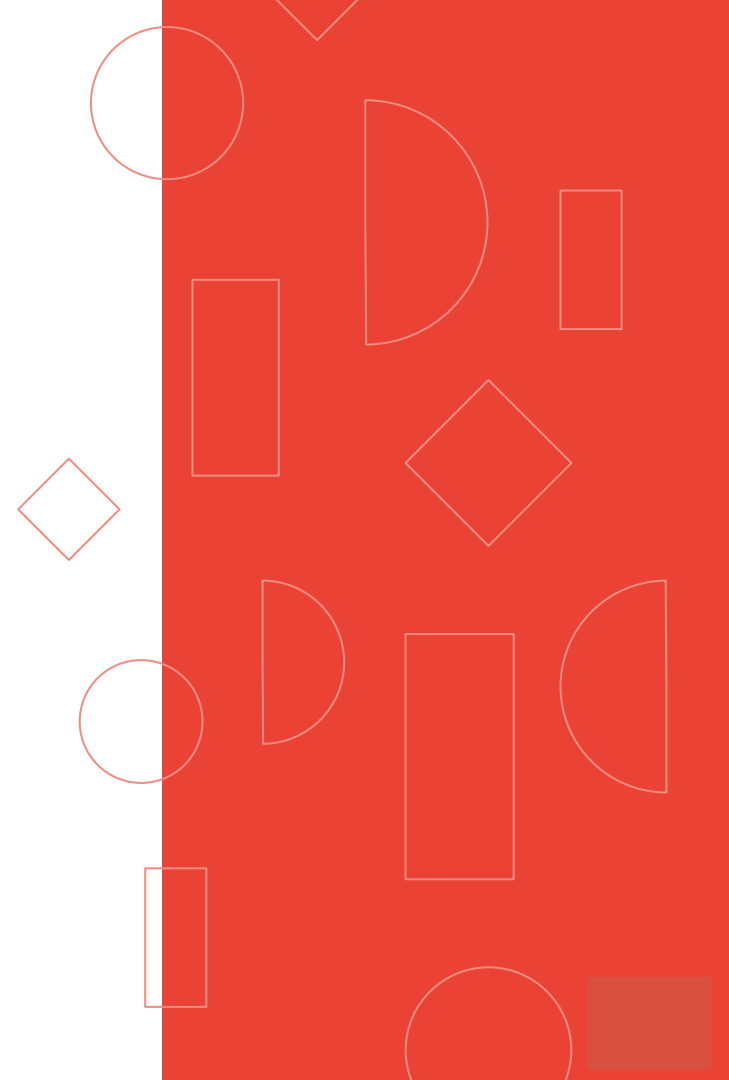


leader bold
creative
fast
inspiration focus
transpiration

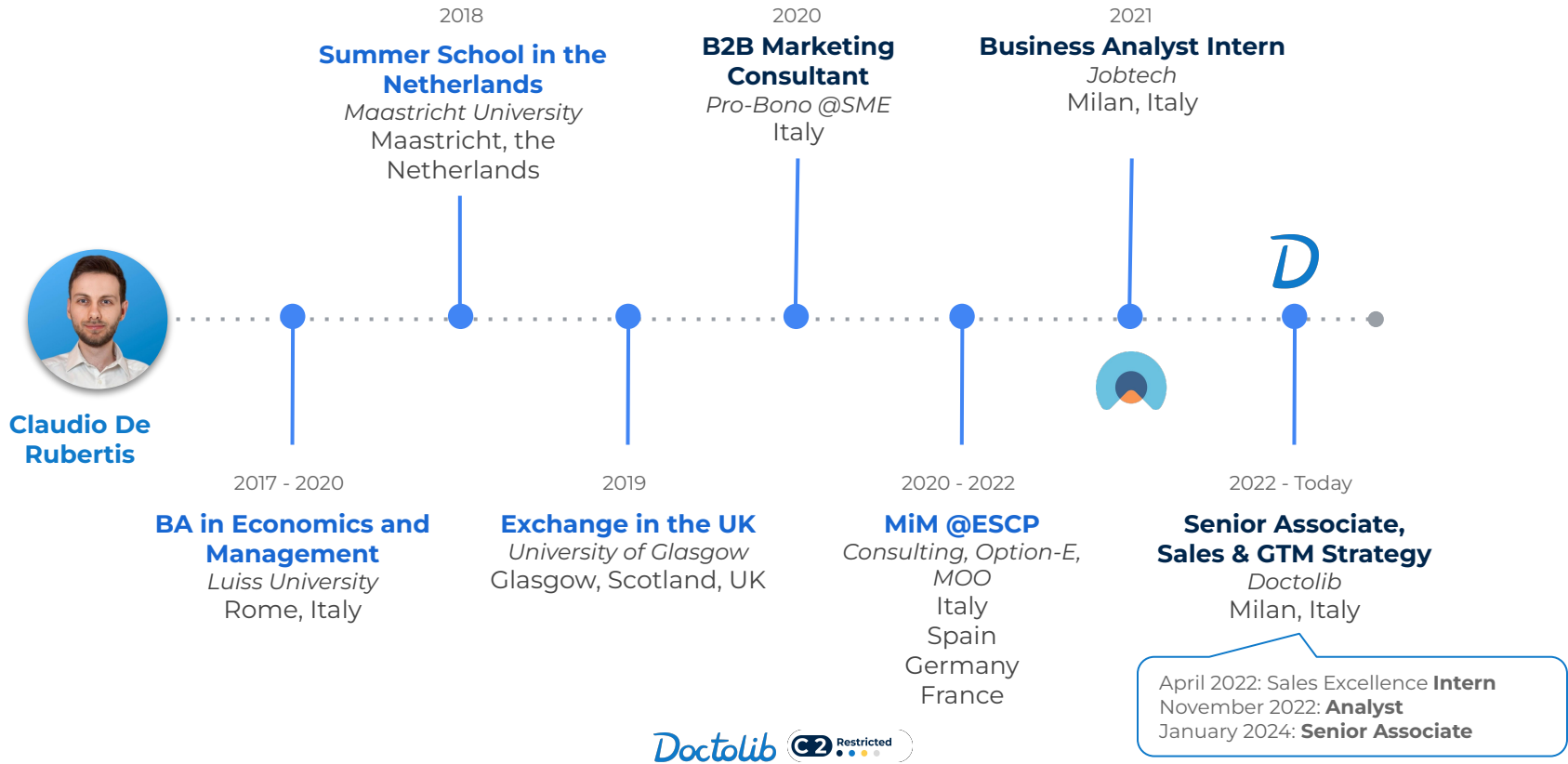




About Us



Path to Doctolib



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	\$113B
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	\$12M	Seed	-
Jan 01, 2014	Undisclosed	Seed	-



Doctolib in 2025



410,000
health professionals
across Europe

The largest patient
services with
80 million
patients



An innovative
digital health
company of
2,900 Doctolibers
in **France, Germany,**
Italy, and the
Netherlands



Our purpose

Together, let's build the
healthcare we all dream of.

Our missions

#1



We **improve the daily life** of health professionals.

#2



We help people to **be healthier.**

Our missions



We **improve the daily life**
of health professionals.

Unmatched care teams network greatly satisfied



410k
HealthCare
Professionals

37
Satisfaction of
our users
(NPS)

We provide **the most advanced technology** platform to health professionals in Europe



Management Tools and Digital Secretariat

Tasks

- New task
- Current tasks
- All tasks
- Today's tasks

Book an appointment

Help, you can now make your check-up or prevention appointment...

Calendar view for May 2024:

- 18 New appointment 09:30
- 19 Recurring appointment 10:30
- 20 Absence 10:45
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 30
- 31

Financial Solutions

Total billed amount

Between 05/01/2024 and 05/29/2024

€476.80

9 bills View details

Invoices to be teletransmitted 3

TELE-TRANSMIT View details

History of your payments

Month	Amount
Jan.	€264.50
Feb.	€443.20
March	€375.32
April	€192.10
May	€476.80

Next payment **€76.54** May 31

Clinical Solutions

Consultation Assistant

GENERATE THE SYNTHESIS

Analysis of the transcription...

RELOAD VALIDATE

Reason for consultation

- Left ankle pain

Examination

- Recent abdominal pain

Cooperative Care

Thank you for all these details. Michael, it will be very useful for my next consultation.

If you have any further questions on the subject, do not hesitate to contact me.

See you soon.

Hospital Pasteur

Patient Acquisition

Dr Christine DUBOIS
Dermatologist

Expertises and acts

- Medical dermatology
- Laser
- Beauty moles
- Eczema

Payment methods

- Checks and credit cards
- Cash not accepted



Preventive and Continuous Care

Patient Messaging

- Write a new message
- View untreated messages

Allow patient to reply

Basic template Document ready to pick up Consultation needed







Hello, thank you for your message. You can come and collect your document tomorrow.

AI is at the core of our technologies

Impact of AI at Doctolib

Make our products for patients and health professionals **more relevant and efficient**

Allow us to **launch new AI native products** that were previously unimaginable

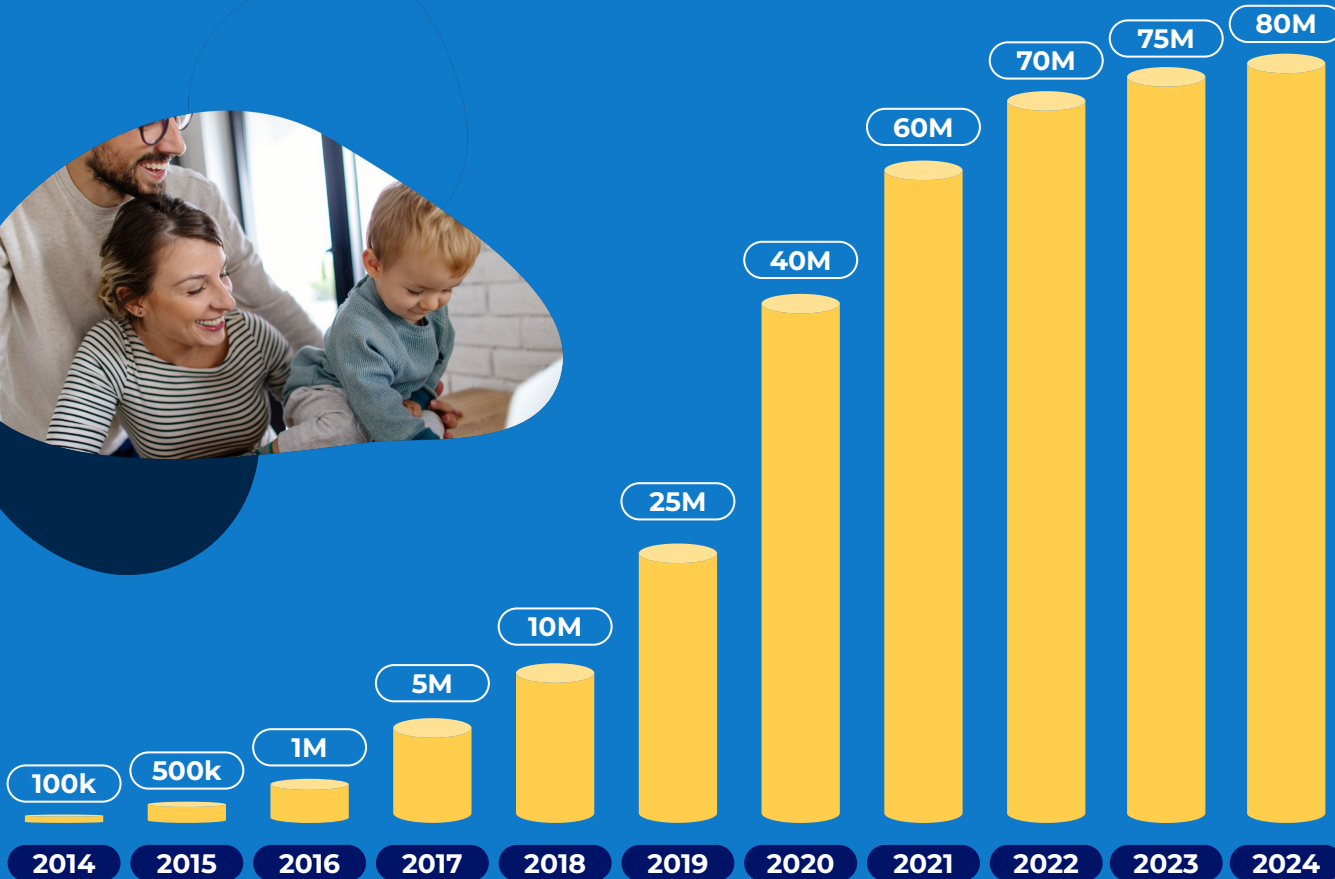
-  Consultation assistant **LIVE**
-  Virtual phone assistant **LIVE**
-  Patient data coding **LIVE**
-  Financial assistant **LIVE**
-  Prevention assistant
-  Medical assistant
-  Patient assistant

Our missions



We help people
to be healthier.

A strong and growing patient community



80 millions
patients in
Europe

97%
Of satisfied users

We provide people with an **everyday partner** in health with several solutions



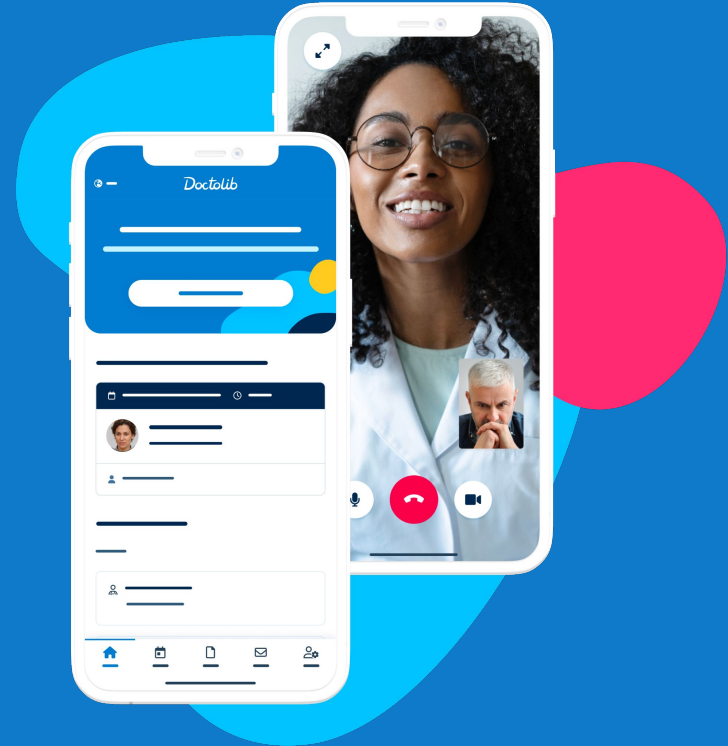
Access Care



Management of relationship
with health professionals



Patient Health Management



Join us in our mission of improving healthcare for all!

We're always on the lookout for new talents to join us in creating helpful solutions for patients and healthcare professionals. As an intern, apprentice or working student, you'll get the chance to learn and grow within a team with a human-centric approach and entrepreneurial mindset. Our teams come from various backgrounds and are all driven by the same desire to make a positive impact on the daily lives of patients and healthcare practitioners.



152

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

90%

of our interns would highly recommend Doctolib.

8

departments in which to join us.

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 Manager
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

Google's structure

Tech



Engineering, infrastructure, data centers, etc.

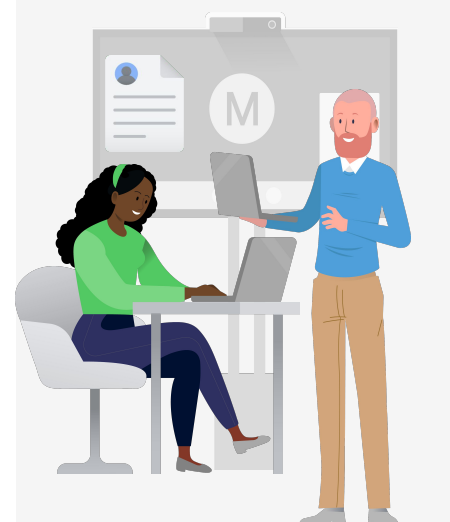
Google Build for everyone

Global Business Organization



Sales, marketing, partner dev., etc.

Global Advisory Function



Legal, People Operations, finance, etc.

Google

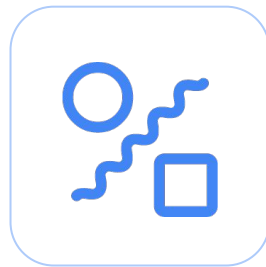
Making AI helpful for everyone



Enable others to
innovate



Build and deploy
responsibly



Boost creativity and
productivity

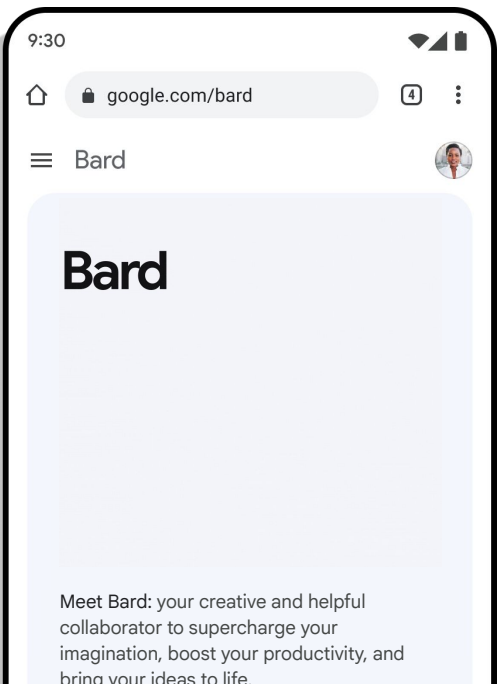


Improve knowledge
and learning



2023 - 2024

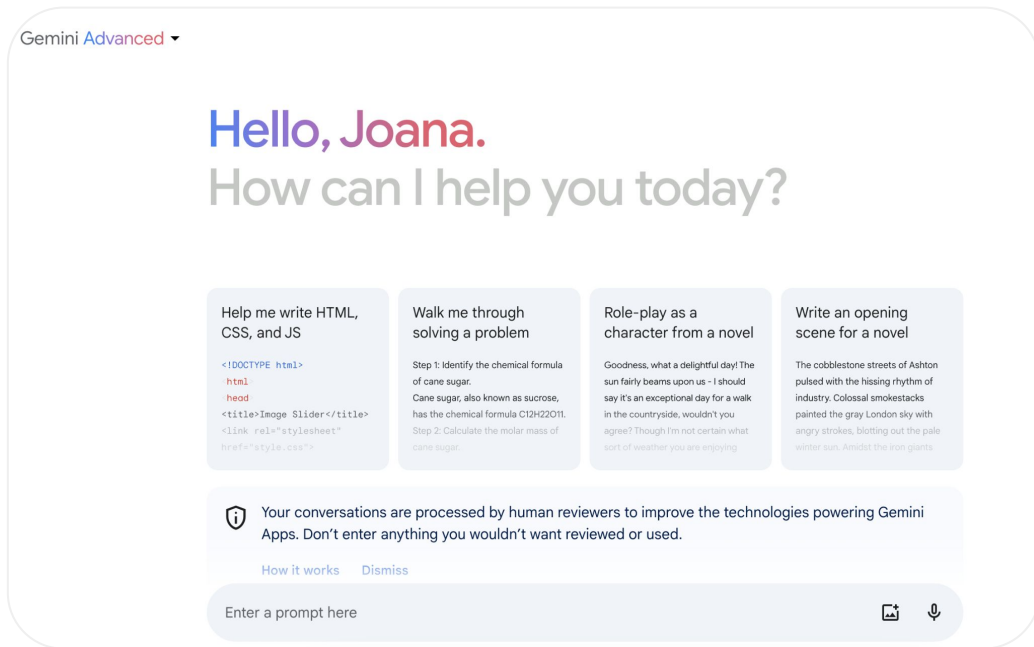
Generate images from text in Google Slides & Meet



Meet Bard: your creative and helpful collaborator to supercharge your imagination, boost your productivity, and bring your ideas to life.



2024 - now



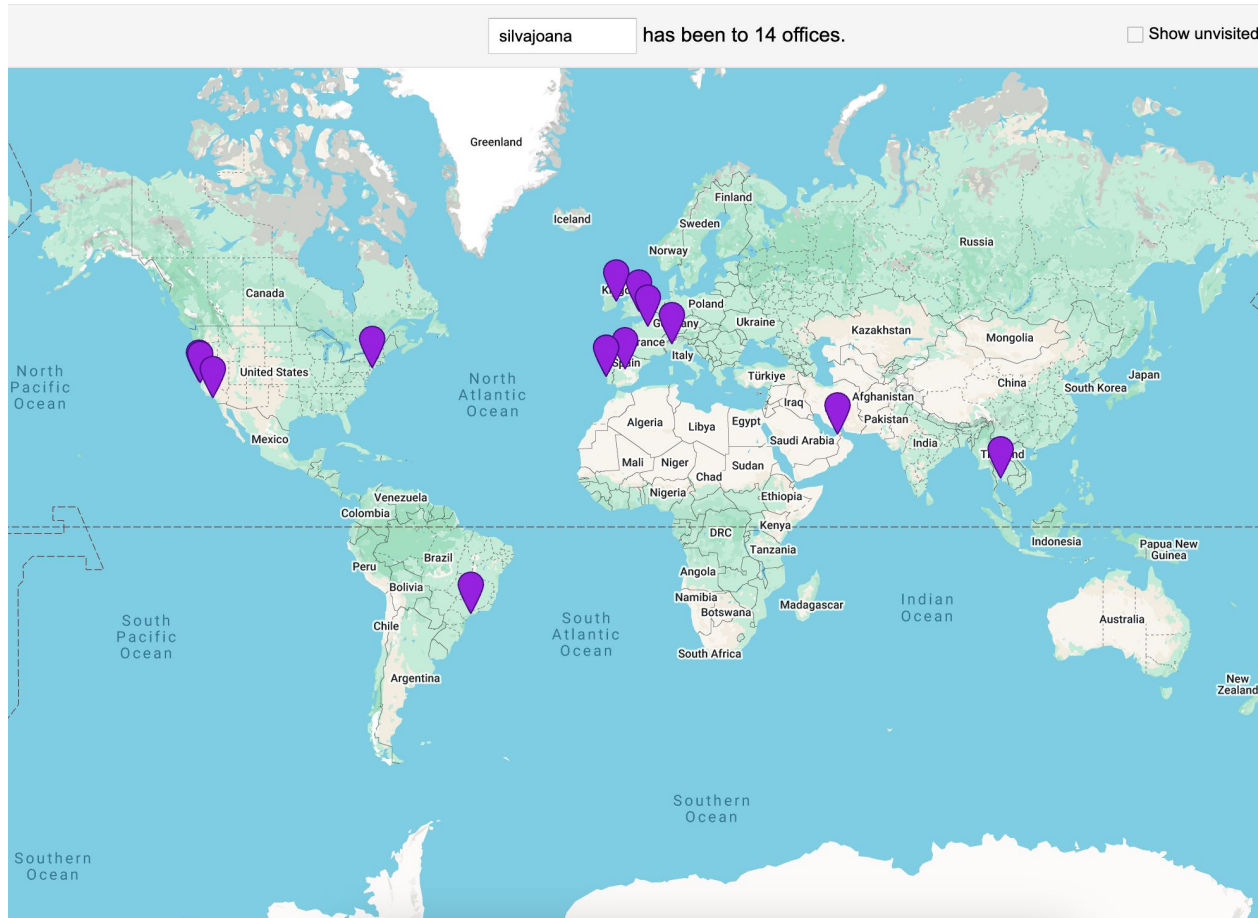


Life at Google Dublin

130,000+ full time employees worldwide



Work from anywhere!



Google Dublin



15

Google buildings



9,000

Googlers & TVCS



500+

Engineers



70%+

Sales

70 nationalities
75 languages

Noogler life!

Google



The office!



Fun activities!





Opportunities with Google

Intern vs Full time Positions @ Google EMEA

Intern Position: If you are still a student in September 2025 or later, you may be eligible for an Intern position.

Full time position: If you have graduated by September 2025 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



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



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 stylized 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 brief description: '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:

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

Go Beyond!

Google

Skillshop

Explore ▾

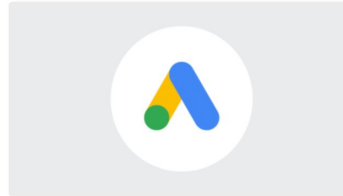
Get Certified ▾

Sign in

Master the Google tools you use at work with online training

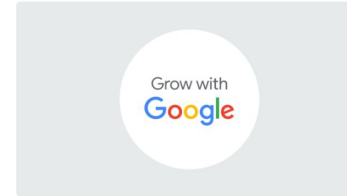
Develop skills you can apply right away, with e-learning courses designed by Google product experts. Learn at your own pace and get Google product certified.

Get started



Google Ads

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



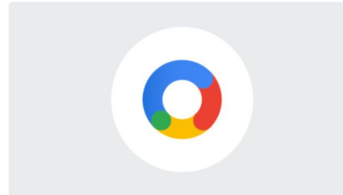
Grow with Google

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



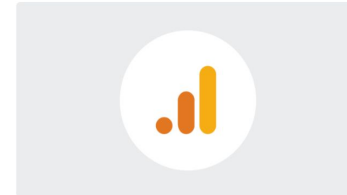
Google for Education

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



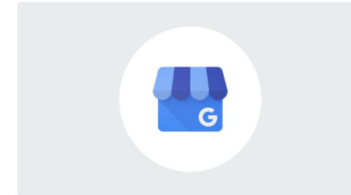
Google Marketing Platform

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](#).

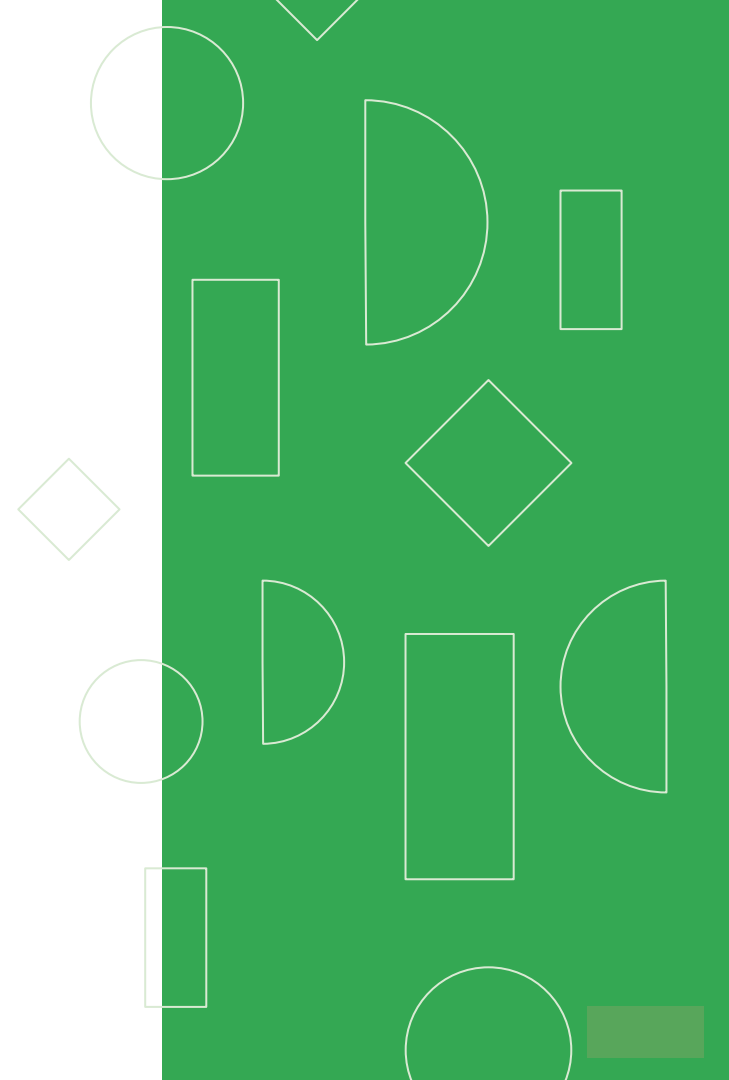
We wish you the best in your internship search and appreciate your interest in working at Google!

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

Innovation, technology, and strategy enthusiast

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?

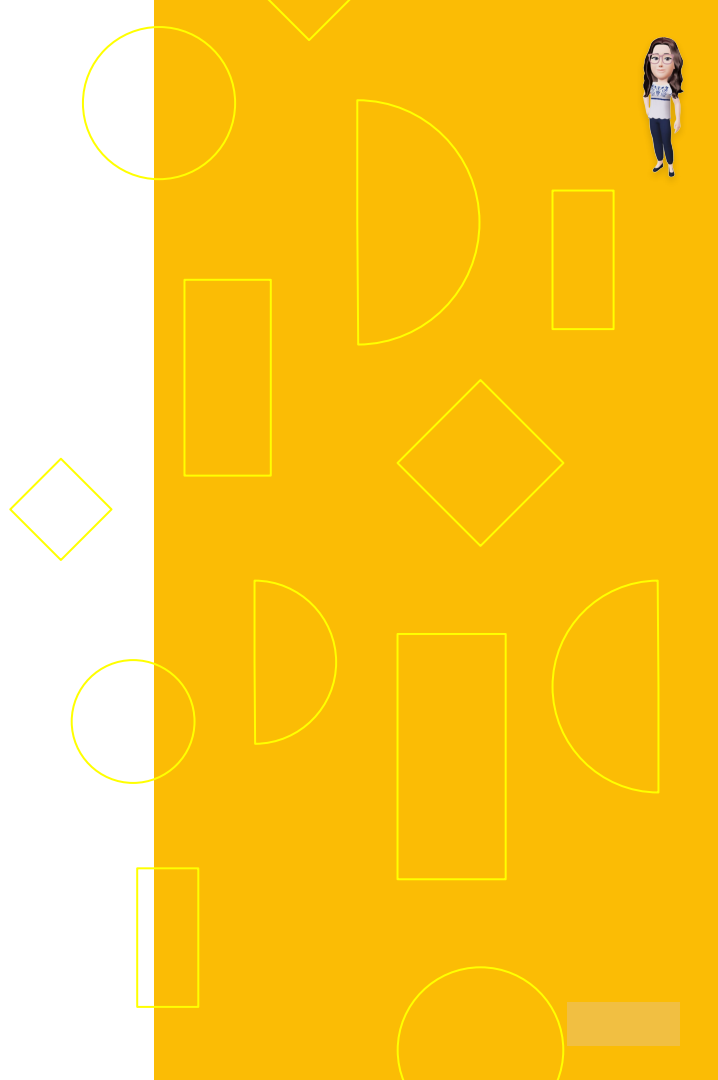
What's your favourite book? Why?

How many countries have you travelled?





NetWork is NetWorth

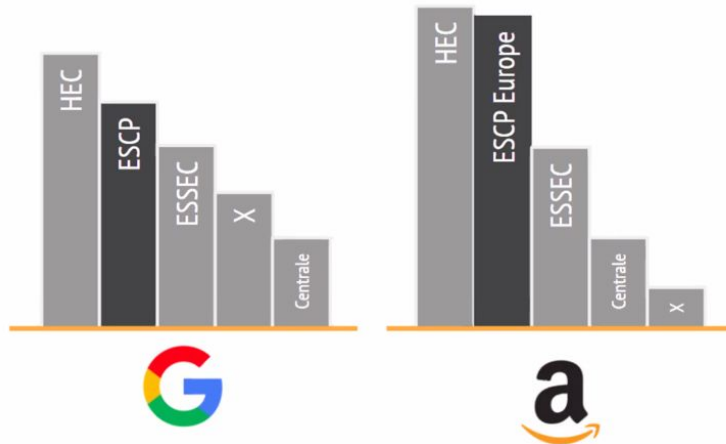


Why ESCP >> Other business schools



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

The screenshot shows a direct message conversation on LinkedIn. The sender is 'Strategic Operations & Growth Associate @neodrain'. The message is dated 'AUG 10, 2023' and is 10:10 AM old. 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.

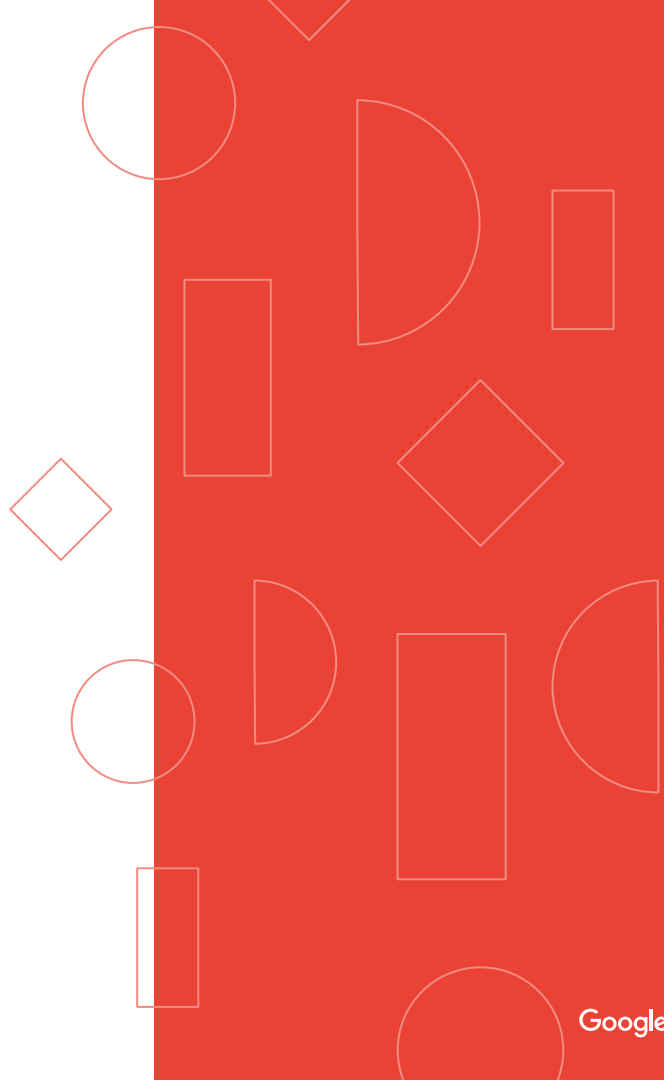
Given that Google is my top-choice company to work for, I'm truly dedicated to maximizing my chances of a favorable outcome. Considering our shared academic background, I believe your guidance could be incredibly beneficial. Your assistance would mean a lot to me! 😊

Thank you immensely!

The message is displayed in a white bubble with a blue 'Latest message' label. Below the message is a text input field with the placeholder 'Write a message...' and a 'Send' button.



Q&A



Join at menti.com | use code 6969 9997

Ask your question here...



Thank you!

