



FORTUNA ADMISSIONS
STANFORD GSB
Deep Dive Analysis
MBA Class of 2020

FORTUNA ADMISSIONS Stanford GSB Deep Dive Analysis – MBA Class of 2020

As with every other leading business school, Stanford GSB publishes an annual Class Profile with basic details about the incoming class. This high-level summary explains that the MBA Class of 2020 welcomed 419 students from around the world coming from 306 organizations and 63 countries. Among the published data:

- 48% of the class had studied Humanities and Social Sciences with Engineering, Math, and Social Sciences accounting for another 34% and Business majors making up a further 18%.
- Professionally, Stanford reports that admits from Financial Services made up 21% of the class spread across Private Equity Venture Capital and Investment Management.
- Consulting provided 19% followed by Technology at 15% and Government and Education a further 10%.

But that is it. No details on which colleges they came from or exactly what they studied and no specifics on who they worked for in what role or how many changed employer or sector before joining the Stanford MBA.

The Fortuna Admissions team has worked with many successful admits to the GSB and we witness first-hand the academic trajectory and professional path that applicants have taken. So, we thought it would be worthwhile to identify as many profiles in the MBA Class of 2020 to better understand the diversity of experience that Stanford attracts every year and the colleges and companies that led to a place in Palo Alto.

In this Deep Dive Analysis, you will find the profiles for 352 of the 419 students in the MBA Class of 2020.

- Representing over 85% of the pool, this is the most detailed analysis of a Stanford MBA class ever published.
- Among 145 academic institutions in the US and the rest of the world, we've calculated the top feeder colleges and most popular degrees/majors.
- We've also identified many hundreds of full-time positions that Stanford admits pursued prior to starting the MBA, with a comparison of the best-represented employers and most popular job titles.

As we emphasize [in our Fortuna blog](#), the Stanford MBA Admissions Team is looking for academic and professional excellence, but also to assess the positive impact you have had – at school, at work or in the community. They want to find out who you are, not simply what you've done. So, beyond the Ivy League, MBB, Goldman and Google, the application is the opportunity to share your story and explain what matters most to you.

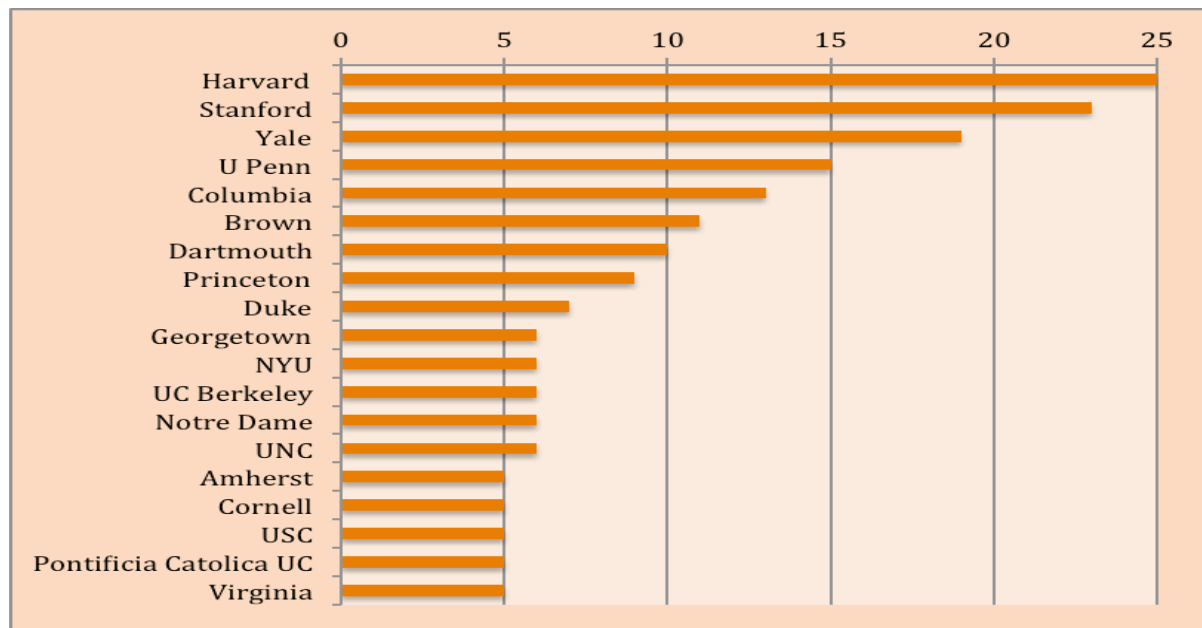
For every admit who did undergrad at Yale, Brown or Cornell there were others from Harvard, Stanford and Yale that did not make the cut. And though many have McKinsey, BCG, Goldman, and Carlyle on their resume, plenty of strategy consultants, investment bankers and PE analysts failed to stand out.

What also matters is your personal story – the choices you have made, the challenges you have overcome, the difference you want to make, the person you are. To put the data into context, pages 21-23 feature insider tips from our team of over 35 former Directors and Associate Directors from 13 of the world's top 15 business schools.

We hope you find this deep dive into the Stanford MBA Class of 2020 insightful and inspiring. Feel free to [reach out to the Fortuna Admissions team](#) to assess your own chances of admissions success.

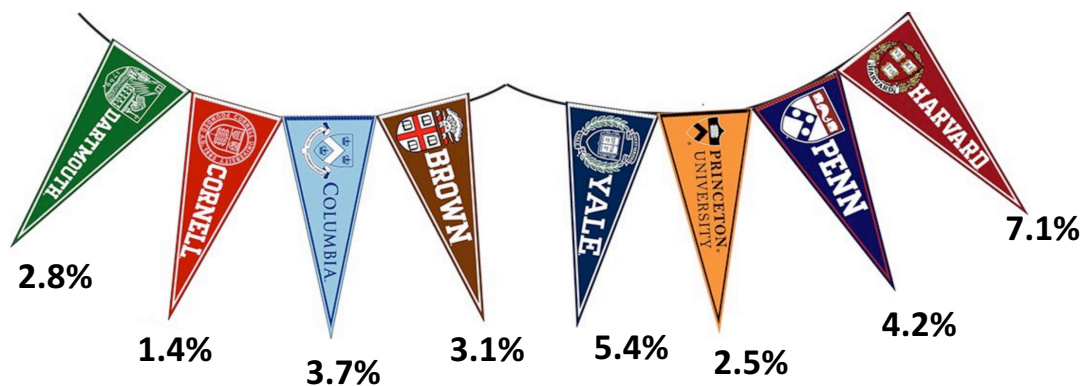
FORTUNA ADMISSIONS Feeder Colleges – Stanford MBA Class of 2020

53% of the Class came from these 19 undergraduate institutions



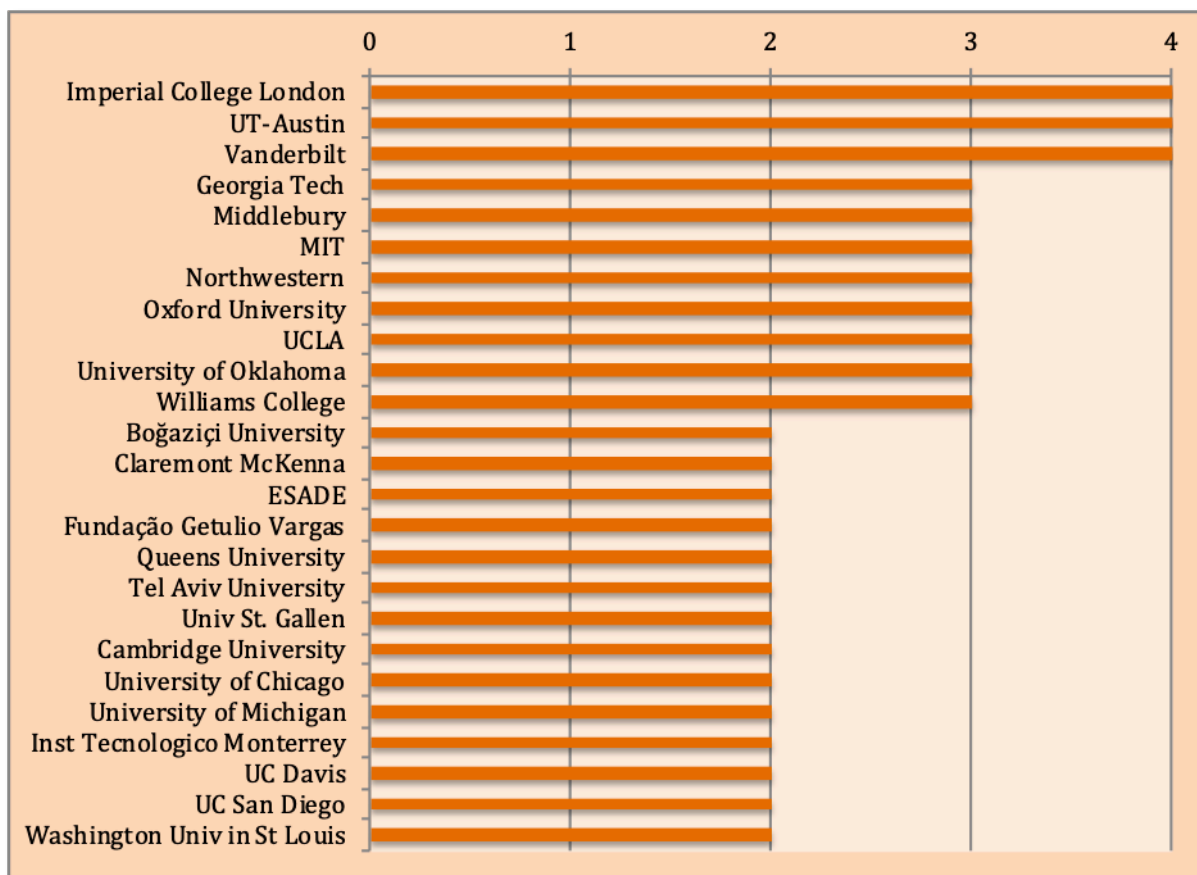
FINDINGS:

- Almost 1 in 5 Stanford GSB admits did their undergraduate at Harvard, Stanford or Yale.
- The top 19 undergrad institutions – all US schools except Chile’s Pontificia UC – have between 5 and 25 admits.
- UC Berkeley with 6 admits is the leading California school after Stanford, ahead of USC with 5 and UCLA with 3.
- Among the 8 Ivy League Colleges, Harvard leads the way with 7.1% of the MBA Class of 2020.



- Economics is the most popular undergraduate degree or major among the Ivy league, featuring in the study choices of 53 of the 109 admits (48.6%), including 10 from Harvard and 7 from Yale.
- UPenn had the most Finance undergraduates (5), and Dartmouth the most History undergraduates (4).
- Of the 6 admits from Georgetown, 4 studied Foreign Service, Government and Int’l Affairs.

The next 26 institutions contributed 18% of the Class, with 2 - 4 students each.



FINDINGS:

- Among the 10 international schools, the UK’s Imperial College London (4) outperformed the Universities of Oxford (3) and Cambridge (2).
- Studying business or commerce was a popular undergraduate focus among international admits, dominating the study choices of graduates from ESADE (Spain), FGV (Brazil), Queen’s (Canada), Tec de Monterrey (Mexico) and St Gallen (Switzerland).
- We identified only 3 graduates from MIT, who all studied Mechanical Engineering.
- Similarly, the graduates from Georgia Tech studied Mechanical Engineering or Biomedical Engineering, while the 3 admits from Oklahoma University studied Chemical or Electrical Engineering.
- The 2 admits from U Chicago studied Economics at undergraduate, and the 2 from U Michigan and Washington U Olin studied Business Administration.

Though the Stanford GSB MBA Class of 2020 has 42% international students, close to half of them studied undergrad in the United States.



In the introduction to the MBA Class of 2020, Stanford GSB indicates that 42% of admits are international. The school includes in this classification both US permanent residents and US dual citizens.

FINDINGS:

- In our survey of 352 of the 419 profiles in the Class of 2020, only 23.8% attended an undergraduate institution outside the US. We identified a total of 67 non-US schools, and among them 56 provided one admit to the Stanford MBA.
- Pontificia Universidad Catolica de Chile is a great pipeline to Palo Alto, providing 5 students who studied a mix of Engineering, Business and Economics.
- The UK is the best represented international market for undergraduate study, with 14 admits from 9 different universities.
- Four of the prestigious Indian Institutes of Technology (IITs), from Delhi, Kanpur, Kharagpur and Madras, each supplied one member of the MBA Class of 2020.

Of the 67 students we were not able to identify through LinkedIn, it is possible that a fair number are from outside the US, including a number that studied in China, France, Indonesia and elsewhere for whom we were unable to find their profile.

INSTITUTION (# Admits)

UNDERGRADUATE DEGREE / MAJOR

Harvard University 25	Economics (7); History (2), Social Studies (2); Computer Science (2); Government; English; Neurobiology; Literature; Social Studies and East Asian Studies; Bioengineering & Biomedical Engineering; Electrical & Computer Engineering Applied Mathematics; Applied Mathematics, Computer Science and Economics; Applied Mathematics and Economics; Organismic and Evolutionary Biology; Applied Mathematics; Economics Middle East Studies;
Stanford University 23	Computer Science (4); Economics (5); Management Science and Engineering (2); Psychology (2); English Literature; Biomechanical Engineering; International Affairs; Economics Computer Science; Science, Technology, and Society; Bioengineering; Political Science; Music, Science and Technology; Product Design Engineering;
Yale University 19	Political Science (3); Economics (3); History (2); Chemistry Economics; Psychology; Global Affairs (International Security); Global Affairs and Economics; Molecular, Cellular and Development Biology; Economics Int'l Studies; Computer Science; Economics & Mathematics; Engineering Sciences - Environmental Chemistry; Near Eastern Languages & Civilizations (Egyptology);
University of Pennsylvania 15	Finance (3); Economics (3); Finance and Real Estate; Science, Technology, and Society; International Global Studies, and Operations and Information Management; Engineering; Philosophy, Political Science, and Economics; Economics and Finance; Biology; Economics, Strategic Management and Finance; Marketing, Statistics, Finance Chemical & Biomolecular Engineering;
Columbia University 13	Political Science Comparative Literature & Society (2); Mathematics and Economics; International Politics French Literature; Economics, Middle Eastern, South Asian and African Studies; Applied Statistics; Computer Science; Economics and Sustainable Development; Mechanical Engineering Applied Mathematics; Financial Economics; Applied Math Engineering; Mathematics; Economics;
Brown University 11	Economics, Education Studies; Political Science; Ethnic Studies; Mathematical Economics; Education & Social Innovation; Medieval Cultures; Economics & History; Applied Mathematics Economics;
Dartmouth College 10	Philosophy and Economics; History; Engineering Sciences with Studio Art; Geography; History and Economics; Economics and Chinese; Economics; Economics and Government; Economics History; History;
Princeton University 9	International Affairs (3); Economics (2); Operations Research & Financial Engineering; Classics; Politics and Environmental Science; Public and International Affairs;
Duke University 7	Public Policy Studies and Psychology; Economics; Engineering Int'l Global Studies; Public Policy; Decision Analysis, Global Health;
Georgetown University 6	Regional Studies Africa; Int'l Public Health / International Health; Foreign Service, International Politics; Government; International Affairs; Science, Technology, and International Affairs;
NYU 6	Finance (2); Economics (2); Policy Economics and Int'l Relations; Public Health & Policy; History, Economics and Chemistry;
UC Berkeley 6	Business Administration (2); Political Science; Mathematics & Economics; Finance & Computer Science; Bioengineering;
University of Notre Dame 6	Finance; Business Administration; Chemical Engineering; Architecture; Finance and Mathematics; Finance and Psychology;
UNC Chapel Hill 6	Business Administration (2); Health Policy & Mgmt; Economics and Entrepreneurship; Economics, International/Global Studies; Peace, War and Defence Religious Studies;

INSTITUTION (# Admits)
UNDERGRADUATE DEGREE / MAJOR

Amherst College 5	Political Science Computer Science; Economics; Economics & Psychology; Economics Environmental Studies; Math Economics;
Cornell University 5	Mechanical Engineering; Economics, Government, Communications; Economics; Computer Science; Mathematics & Economics;
University of Southern California 5	Electrical Engineering; Computer Science, Business Administration; International Relations; Business Administration; Cinematic Arts;
Pontifica Univ Catolica de Chile 5	Industrial Engineering (2); Economics; Mechanical Engineering; Business and Economics;
University of Virginia 4	Foreign Affairs (2); Commerce (2); Systems Engineering;
Imperial College London 4	Engineering; Mathematics & Statistics; Material Science & Engineering;
University of Texas - Austin 4	Business Administration (2); Finance; Marketing;
Vanderbilt University 4	Political Science; Public Policy; History; Biomedical Engineering;
Georgia Institute of Technology 3	Mechanical Engineering (2); Biomedical Engineering;
Middlebury College 3	Physics; Economics; International Studies;
MIT 3	Mechanical Engineering (3);
Northwestern University 3	Economics; Engineering Sciences & Applied Mathematics; Psychology;
UCLA 3	Mathematics and Economics; Business Economics; BA;
University of Oklahoma 3	Chemical and Biomedical Engineering; Electrical Engineering; Chemical Engineering;
University of Oxford 3	Economics and Management; PPE; Mathematics;
Williams College 3	Science; Political Economy; Philosophy;
Boğaziçi University 2	Business Administration; Chemical Engineering;
Claremont McKenna College 2	PPE; Economics & History;
ESADE Business School 2	Business Administration (2);
Fundação Getulio Vargas 2	Business Administration Law;
Queen's University 2	Commerce; Finance;
Tec de Monterrey (ITESM) 2	International Business (2)
Tel Aviv University 2	Psychology Law;
Universitat St. Gallen 2	Strategy and International Management;
University of Cambridge 2	Mathematics; Natural Sciences;
University of Chicago 2	Economics (2);
University of Michigan 2	Business Administration (2);
UC Davis 2	International Agricultural Development; Viticulture and Enology;
UC San Diego 2	International Affairs (2);
Washington Univ in St. Louis 2	Business Administration;
American University 1	International/Global Studies;
American University in Bulgaria 1	Information Systems;
American University of Beirut 1	Civil and Environmental Engineering;
Ankara Universitesi 1	Business Administration;
Ateneo de Manila University 1	Management Engineering;
Baylor University 1	Business Administration;
Belmont University 1	Computer Science and Philosophy;
Boston College 1	Management;
Bowdoin College 1	Economics;
Brigham Young University 1	Computer Science;
Cleveland State University 1	Business Administration;
Colorado College 1	Mathematics and Biochemistry;
Colorado State University 1	Agricultural Business and Science;
Covenant University 1	Economics;

INSTITUTION (# Admits)

Davidson College 1
 Delft University of Technology 1
 Durham University 1
 Ecole Nat. Sup. des Mines de Rabat 1
 ETH Zurich 1
 Emory University (Goizueta) 1
 FEP - Univ do Porto 1
 Franklin & Marshall College 1
 Grinnell College 1
 IDC Herzliya 1
 IIT - Kharagpur 1
 IIT - Madras 1
 IIT - Delhi 1
 IIT - Kanpur 1
 Indiana University Bloomington 1
 Inst Tec Autonomo de Mexico 1
 Kuwait University 1
 Kyrgyz-Russian Slavic University 1
 Manipal Institute of Technology 1
 Miami University 1
 Moscow State Inst of Int'l Relations 1
 National Chiao Tung University 1
 National Taiwan University 1
 North Carolina State University 1
 Norwegian School of Economics 1
 Occidental College 1
 Oklahoma University
 Oxford Brookes University 1
 Pepperdine University 1
 Pomona College 1
 Rotterdam School of Management 1
 Santa Clara University 1
 Sapienza Universita di Roma 1
 Scripps College 1
 Smith College 1
 Southern Methodist University 1
 SGH Warsaw School of Economics 1
 Technion - Israel Inst of Technology 1
 Technische Universität München 1
 Texas A&M University 1
 The Hebrew Univ of Jerusalem 1
 UC Irvine 1
 Universidad Anáhuac 1
 Universidad de Buenos Aires 1
 Universidad de San Andrés 1
 Universidad Metropolitana 1
 Universidad ORT Uruguay 1

UNDERGRADUATE DEGREE / MAJOR

Philosophy and Political Science;
 Technology, Policy and Management;
 Geophysics with Geology;
 Engineering | Energy and Industrial Processes;
 Electrical Engineering and Information Technology;
 Accounting, Finance, & International Studies;
 Economics;
 Economics and Mathematics;
 Economics;
 Law and Business Administration;
 Technology;
 Aerospace Engineering;
 Technology and Chemical Engineering;
 Chemical Engineering;
 Accounting and Finance;
 Applied Mathematics;
 Economics;
 Economics and Management;
 Mechanical Engineering;
 Biochemistry, Mathematics and Statistics;
 Finance;
 Communications and Technology;
 Business Administration;
 Material Science and Engineering;
 Economics and Business Administration;
 Psychology;
 Electrical Engineering;
 Applied Accounting;
 Political Science and Government;
 Politics, Philosophy and Economics;
 International Business;
 Mathematics;
 Engineering;
 Economics;
 English Language & Literature | Government;
 Finance;
 Management Information Systems;
 Electrical and Electronics Engineering;
 Mechanical Engineering and Management;
 Biology;
 Computer Science;
 Not stated;
 Economics;
 Actuarial Sciences;
 Business Administration;
 Economics and Manufacturing Engineering;
 Architecture;

INSTITUTION (# Admits)
UNDERGRADUATE DEGREE / MAJOR

Universidad Pontificia Comillas 1	Law, Administration;
Universidad Torcuato Di Tella 1	Economics;
Universidade de Sao Paulo 1	Business;
Universidade Estadual de Campinas 1	Chemical Engineering;
Universidade Federal de Minas Gerais 1	Engineering;
Universitas Indonesia 1	Economics;
Universitat Mannheim 1	Business Administration;
Universitatea OvidiusS din Constanta 1	Medicine;
Université de Lomé 1	Mathematics;
University College London 1	Economics and Business;
University of Auckland 1	Economics and Arts;
University of Bern 1	Linguistics;
University of Birmingham 1	Physics;
University of British Columbia 1	Chemical and Biological Engineering;
University of Cape Town 1	Business Science, Economics;
University of Florida 1	Business Administration;
University of Jordan 1	Computer Engineering;
University of Kansas 1	Political Science;
University of Manchester 1	Chemical Engineering;
University of Melbourne 1	Law Creative Arts;
University of Miami 1	Business Administration;
University of Minnesota - Twin Cities 1	Finance Art;
University of Missouri – Columbia 1	Biological Engineering;
University of Moratuwa 1	Engineering;
University of New South Wales 1	Commerce and Finance;
University of Nottingham 1	Engineering;
University of Queensland 1	Commerce and Law;
University of South Carolina 1	Finance;
University of the Philippines 1	Administration;
University of Tokyo 1	Civil Engineering;
University of Warwick 1	Politics & Economics;
University of Washington 1	Business Administration Accounting;
University of Wisconsin - Madison 1	Business Administration;
US Naval Academy 1	Economics;
Vrije Universiteit Brussels 1	Computer Science;
Walla Walla University 1	History;
Washington & Lee University 1	Mathematics;
Wellesley College 1	Economics;
Wesleyan University 1	Liberal Arts and Sciences;
Western University 1	Business Administration and Engineering Science;
WHU - Otto Beisheim Sch of Mgmt 1	Economics;
Yonsei University	Business Administration;

FORTUNA ADMISSIONS Feeder Companies – Stanford MBA Class of 2020

One-third of admits had worked in consulting in at least one of their full-time jobs before joining the Stanford MBA Class of 2020.

- Scanning through the job titles that incoming Stanford students held prior to joining the MBA class in Palo Alto, you see a wonderful mix of positions and experience – Growth Hacker, Director of Curriculum for Public Schools, Chief Winemaker, Spacecraft Configuration Engineer. They sit alongside great numbers of PE Associates, Investment Analysts, and Product Managers.
- But the job titles that appear more than any other belong to the Business Analysts, Associates, Consultants and Engagement Managers of the major consulting firms. 77 admits to the Stanford MBA Class of 2020 were working in consulting when they were admitted. There were an additional 39 who had previously held a full-time position in consulting.



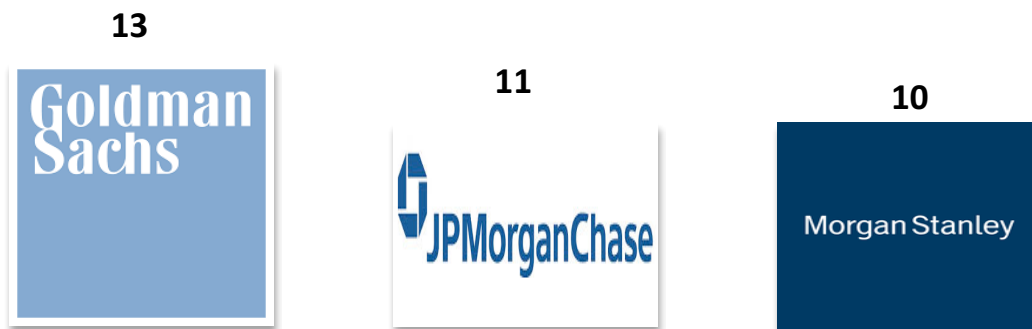
- McKinsey, BCG and Bain (MBB) dominate the feeder companies that appear on the resumes of Stanford admits. 44 of the incoming class were working at one of the three firms when they applied to the GSB, with a further 26 who started with MBB before making a career switch.
- Interestingly, 20% of the Stanford MBA Class of 2020 who attended Harvard for undergrad went on to McKinsey, BCG or Bain & Co. (MBB). However, not a single one of the 23 admits from Stanford undergrad that we found listed an MBB company – or top five financial firm – as their most recent employer before starting business school.



- Deloitte, one of the 'Big Four' featured on the resumes of 12 Stanford MBA students to last year's class, not including two more from Monitor Deloitte.

Financial Services is the biggest feeder industry to Stanford GSB with 21% of the incoming class. Of those, close to half come from Private Equity.

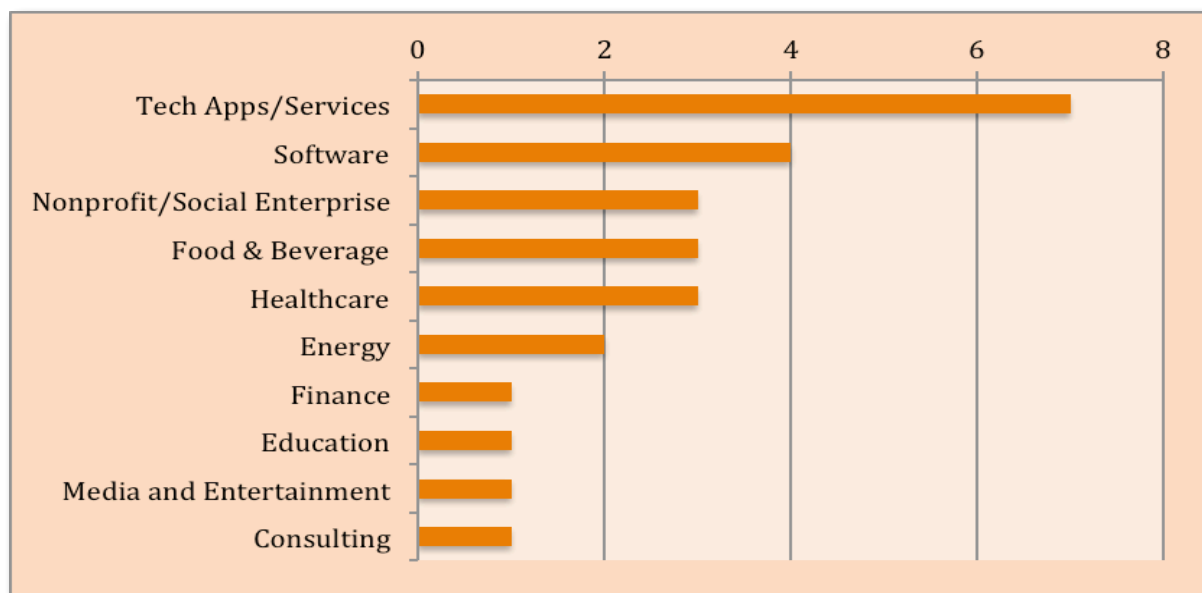
While Goldman Sachs, JP Morgan Chase and Morgan Stanley feature more than any other financial services firms in the post-undergraduate experience of successful Stanford MBA admits, it is private equity and investment firms such as Bain Capital, TPG Capital, Blackrock, The Carlyle Group, Blackstone and KKR that collectively feature on many applicant resumes.



- Some 82 admits listed a previous job in Finance.
- Of those, 55 stayed in finance when they made their next career move, with 14 moved into Technology, 4 into consulting and 4 into Media and Entertainment.
- So, while consultants tend to move into a variety of industries before their MBA, Finance profiles are more likely to stay in the industry.

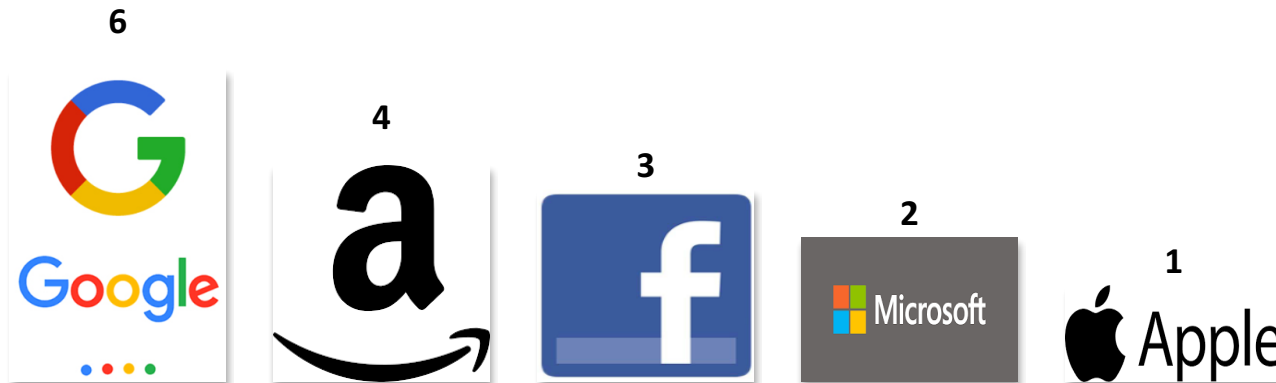
Stanford MBAs are well known for their entrepreneurial ambitions.

But beyond startup experiences during college or outside of their day jobs, a core group applied to the GSB from a full-time entrepreneurial venture.

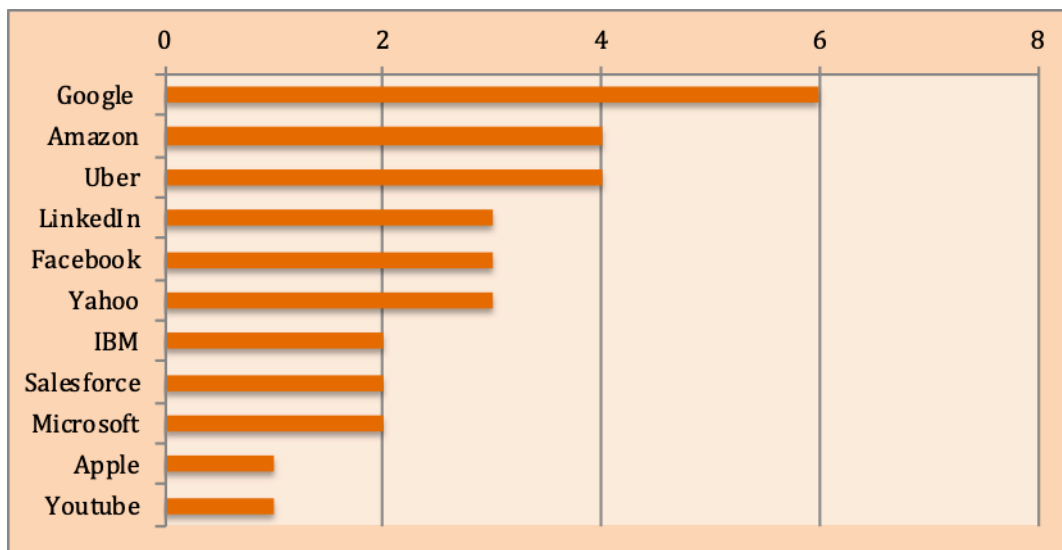


A total of 26 admits identified themselves as Founder or CEO, with fewer than half in tech.

The Tech Giants are not just recruiting MBA talent – they are a source of incoming talent too, featuring on resumes of close to 5% of the Class of 2020.

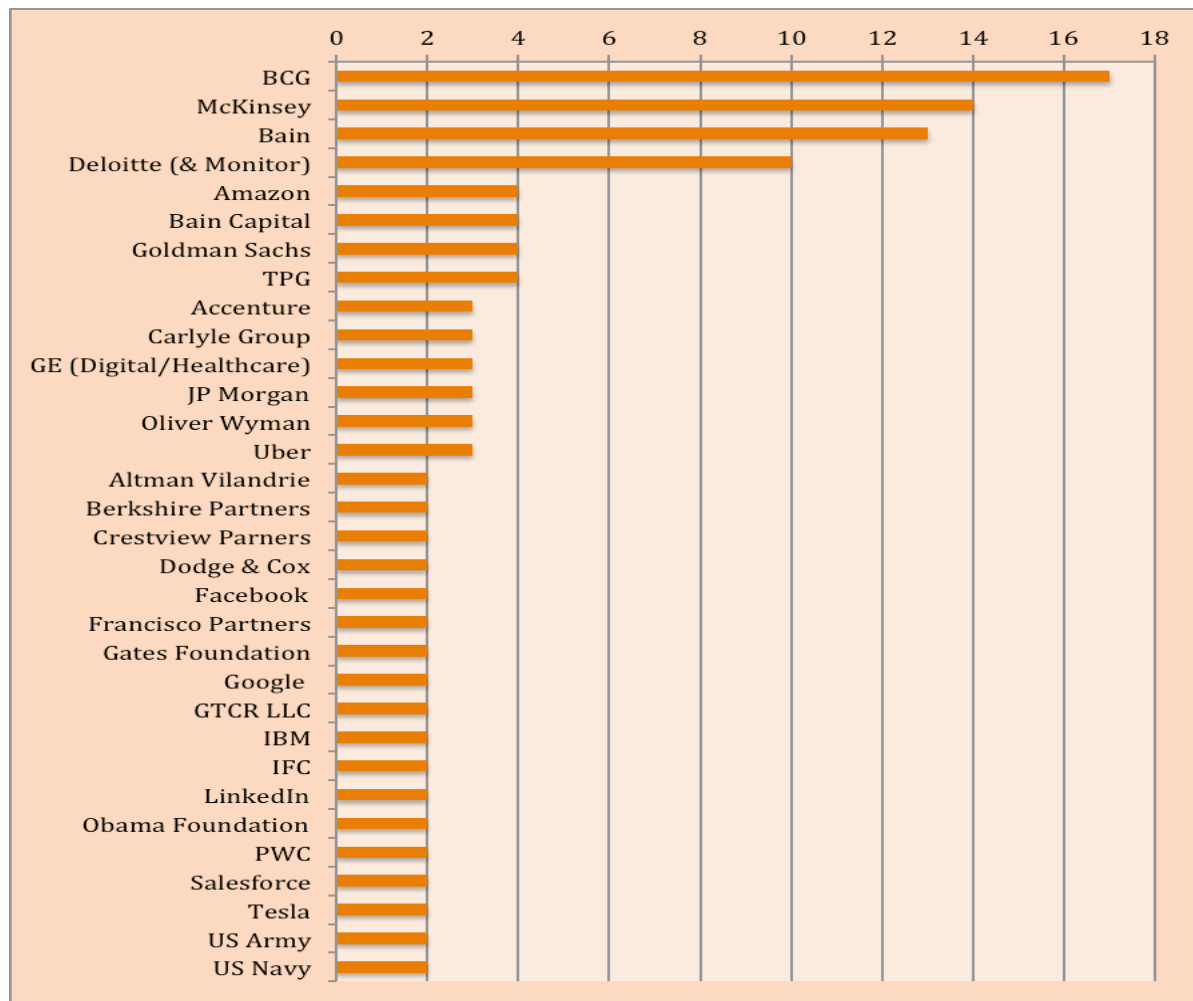


But as you might expect from a school at the heart of the Silicon Valley, Stanford GSB admits students with a wide range of tech experience. This table shows how often big tech firms featured as part of the full-time employment record of Stanford admits to the Class of 2020.



Beyond these 12 firms, the MBA admitted tech profiles from over 40 other tech companies, including startups.

From architects to athletes, Stanford students joined the MBA Class of 2020 from 306 organizations. In terms of the most recent position before heading to Palo Alto, these top 32 feeder organizations make up 35% of the intake.



Great stories are the key to Stanford GSB admissions success. Take the Fulbright Scholar and orchestra cellist who founded a creative, kid-centric nonprofit and then worked in the software industry. Or the chemical engineer who went on to KPMG Nigeria and then two years at McKinsey, all the while he was running a laundry service he founded. If you're going to change lives and change the world, you'll need to capture the GSB admission committee's attention with a narrative that is distinctive, compelling and authentic.

No doubt there were plenty of strategy consultants and investment bankers with Ivy league degrees who induced a yawn (and a pass) because they had little else to offer beyond gleaming academic and career credentials. Sure, your track record of excellence is requisite, but what Stanford GSB really wants to know is what matters most to you and why. It's your unique story, when conveyed in a way that's coherent, powerful and credible, that can make all the difference.

FORTUNA ADMISSIONS Feeder Companies – Stanford MBA Class of 2020

INSTITUTION (# Admits)	PRE-MBA POSITION
Boston Consulting Group 17	Consultant (5); Snr Associate (4); Associate (7); Jr Associate (1)
McKinsey & Co. 14	Consultant (2); Associate (1); Engagement Manager (1); Snr Business Analyst (4); Business Analyst (6);
Bain & Co. 13	Consultant (6); Snr Associate (7)
Deloitte / Monitor Deloitte 10	Snr Consultant (5); Consultant (4); Analyst (1)
Amazon 4	Account Executive; Product Manager; Snr Product Manager; Software Development Engineer
Bain Capital 4	Principal (1); Associate (3)
Goldman Sachs 4	Associate (2); Analyst (1); Real Estate Financing (1)
TPG Capital 4	Associate (4)
Accenture 3	Consultant (2); Snr Analyst (1)
Carlyle Group 3	PE Associate (3)
GE (Digital/Healthcare) 3	Forecast and Production Planning Leader; Senior Cyber Security Researcher; Systems Specialist
JP Morgan 3	Associate (3)
Oliver Wyman 3	Engagement Manager (1); Senior Consultant (1); Associate (1)
Uber 3	General Manager; Product Manager; Snr Central Operations Manager
Altman Vilandrie 2	Consultant; Senior Analyst
Berkshire Partners 2	Associate (2)
Crestview Partners 2	Associate (2)
Dodge & Cox 2	Snr Associate (1); Research Associate (1)
Facebook 2	Data Scientist; Channel Marketing Manager
Francisco Partners 2	Investment Associate (1); PE Associate (1)
Gates Foundation 2	Associate Strategy Officer (2)
Google 2	Product Manager (1); Assoc. Product Manager (1)
GTCR 2	PE Senior Associate (2)
IBM 2	Senior Offering Manager (1); Senior Product Manager (1)
International Finance Corporation 2	Investment Analyst (2)
LinkedIn 2	Business Development Manager; Enterprise Manager
Obama Foundation 2	Foundation Leader; Program Strategist
PwC 2	Consultant; Manager Operational Restructuring
Salesforce 2	Enterprise Business Development; Strategy & Operations
Tesla 2	Global Supply Manager; Senior Project Manager
US Army 2	Intelligence Cell Director; Special Forces Operator
US Navy 2	Supply Officer; Navy SEAL Officer
Accela 1	Associate
Adidas 1	Snr Business Consultant
African Leadership University 1	Learning Experience Designer
AlphaSights 1	Manager
American Securities 1	Associate
Amplified Software 1	Founder
Apple 1	Product Manager
Arabella Advisors	Assoc. Director
Ascentis Human Capital Software 1	Director of Strategy
AT Kearney 1	Associate

INSTITUTION (# Admits)

AT&T 1
 Aver0 1
 Bank of America Merrill Lynch 1
 BDMS Wellness Clinic 1
 Behavioral Health Works 1
 Bessemer Venture Partners 1
 BlackRock 1
 Blackstone 1
 Blockhire 1
 Blue Apron 1
 Blue Haven Initiative 1
 Blue Ridge Capital 1
 Boom Supersonic 1
 BPI Securities 1
 Bracebridge Capital 1
 C3 1
 Cambridge Cancer Genomics 1
 Clinton Health Access Initiative 1
 Capricorn Healthcare 1
 CEMEX 1
 Central Square Foundation 1
 ChargePoint 1
 CI Security 1
 Citi Bank 1
 CITIC Securities 1
 Clearview Healthcare 1
 Comcast Ventures 1
 Constanta County Hospital 1
 Coty 1
 Coupang 1
 Creative Artists Agency 1
 Cressey & Co. 1
 Cumming Corp. 1
 Cyence 1
 DataFleets 1
 Decision Economics 1
 DEIK 1
 DGF Investimentos 1
 Digital Stairway 1
 DSST Public Schools 1
 Dynamo Advisors 1
 Dyson 1
 eBay 1
 Econsult Capital 1
 Elsevier 1
 Endeavor 1
 Enveritas 1

PRE-MBA POSITION

Solution Manager
 Product Manager
 IB Associate
 Founding General Manager
 New Market Development
 VC
 Product Operations Manager
 Associate
 Co-Founder
 Product Manager
 Venture Investor
 Analyst
 Business Development Asia
 Head of Research
 Investment Professional
 Project Manager
 Business Development Manager
 Senior Associate
 Investor
 Corporate Strategy
 Programme Manager
 Manager
 Growth Hacker
 Energy IB Analyst
 PE
 Associate Principal
 Investor
 Chief Resident
 Assistant Brand Manager
 Principal Product Manager
 Executive
 Senior Associate
 Project Manager
 Product Manager
 CEO and Co-Founder
 Senior Strategist
 Coordinator
 VC Associate
 Co-Founder
 Director of Curriculum and Instruction
 Founder and Managing Director
 Head of Research China
 Strategy Manager
 Corporate Finance Analyst
 Software Engineer
 Director of Digital Partnership
 Country Manager

INSTITUTION (# Admits)
PRE-MBA POSITION

ExxonMobil 1	Contact Engineer
FFL Partners	Associate
Firedome 1	VP Product Management
FirstMark Capital	Corporate Development
Fiscalia Nacional Economica 1	Economist
FormSwift 1	Head of Growth
Fox Networks Group 1	Senior Manager Strategy & Analytics Development
Frisch 1	Co-Founder
FTV Capital 1	Associate
Funding Circle UK 1	Associate
GAITS Industries 1	Project Development Engineer
Galaxy Media & Entertainment 1	Cinema Marketing Director
General Atlantic 1	Investment Professional
GGV Capital 1	Software Investing
Giffords 1	Political Director
Global Endowment Management 1	Associate
Greenbriar Equity Group 1	PE Associate
Grover Zampa Vineyards 1	Chief Winemaker
Grubhub 1	Senior Growth Analytics Analyst
Gryphon Investors 1	PE
H.I.G. Capital 1	Vice President
Harry's Inc. 1	Manager Global Operations
Hart Howerton 1	Designer
Health Net 1	Chief of Staff
Hellman & Friedman 1	Associate
Henlight 1	Co-Founder and CEO
Home Chef 1	Snr Manager of Operational Analytics
HSBC 1	Head of Structured Finance
Hulu 1	Corporate Strategy and Development
ICONiQ Capital 1	Technology Investor
Idunnu Studios 1	Founder
IMF 1	Research Analyst
Impossible Foods 1	Strategy Business Development
International Rescue Committee 1	Senior Advisor for Policy and Planning
Interview Sherpa 1	Co-Founder
Ironwood Capital Partners 1	PE Deal Team
ITC Ltd 1	Operations Head
Johns Hopkins Institute 1	Fellow and Research Analyst
Johnson & Johnson 1	Senior Manager Transactions
Joule Assets 1	Product Manager
Jupiter Intelligence 1	Consultant
K1 Investment Management 1	Investment Professional
Kadi Energy Co. 1	CEO and Founder
Kekst 1	Associate
KG Line 1	Co-Founder
KKR & Co. 1	PE Analyst
Kleiner Perkins 1	Investor Digital Growth Fund

INSTITUTION (# Admits)

Kraft Heinz Co. 1
 Krinner Solar 1
 Laundrylux 1
 LCH 1
 Learn Fresh 1
 Lifetrack Medical Systems 1
 LIMINAL Arquitectura 1
 Lindsay Goldberg 1
 LittleBits 1
 Loon 1
 Lucid 1
 Macquarie Group 1
 Madison Dearborn Partners 1
 Makena Capital Management 1
 MatahariMall 1
 Maxex 1
 Merian Global Investors 1
 Microsoft 1
 Ministry of Transport Argentina 1
 Moneythink 1
 Morgan Stanley 1
 National Basketball Association 1
 National Counterterrorism Center 1
 NDB Zephyr Partners 1
 Netflix 1
 Neuro Trainer 1
 New Enterprise Associates 1
 New Relic 1
 New York Times 1
 NewSchools Venture Fund 1
 Nexxus Capital 1
 Nike 1
 Norges Bank Investment Management 1
 Oath 1
 Office of Boston City Council 1
 OpenGov Inc. 1
 OpenHand 1
 Oz Management 1
 Pac-12 Networks 1
 Pagatech 1
 Palantir Technologies 1
 Palladium Equity Partners 1
 Parthenon – EY 1
 PearVC 1
 PepsiCo. 1
 Pinterest 1
 Political Office of The Speaker 1

PRE-MBA POSITION

Retail Analytics
 Managing Partner
 Manager Enterprise Systems
 Risk Analyst
 Member
 Strategy Associate
 Founder, Director
 Associate
 Product Manager
 Product Marketing Manager
 Assoc. Manager of Analytics
 Manager
 PE Associate
 Investment Associate
 Head of Performance Marketing
 Associate Director
 Active Investor
 Senior Program Manager
 Strategic Planning Advisor
 Co-Founder
 IB Associate
 Senior Manager
 Program Analyst
 PE Associate
 Manager Content Strategy
 Co-Founder
 VC Associate
 Manager Sales Strategy
 Product Manager
 Senior Analyst
 Associate
 Senior Manager Global Digital Strategy
 Investment Talent
 Chief of Staff to COO
 Policy Director
 Product Manager
 CEO and Founder
 PE Associate
 On-air Studio Analyst
 Product Innovation Manager
 Forward Deployed Engineer
 PE Investment Professional
 Consultant
 Fellow
 Strategy Manager
 Software Engineer
 Director of Operations

INSTITUTION (# Admits)
PRE-MBA POSITION

Principal Investments 1	Senior Analyst
Qb Labs 1	COO
Quicklo 1	Product Head
Ramens Textiles	Product Manager
Rappi	Business Unit Head
Red Peak 1	Business Development Manager
Remedy Partners 1	Senior Director
Riverstone Holdings 1	Associate
Rollin Braswell Fisher 1	Senior Litigation Associate
Rolls Royce 1	Manager
Rose Park Advisors 1	Principal
Route One Investment Co. 1	Analyst
RwandaOnline Platforms 1	COO
Sahel Capital Partners 1	Associate
Scaled Composites 1	Design Engineer
Sentinel Capital Partners 1	Senior Associate
Service Titan 1	Sales Manager
Siegel and Gale 1	Strategist
Simson Cards 1	Product Manager
Sistema 1	Director
Slate Path Capital 1	Analyst
Smiletime 1	Head of Growth
Smitten Ice Cream	Business Operations Manager
SoCal Powerlifting 1	Chief Transformation Officer
Social Enterprise Insights 1	Co-Founder and Editor in Chief
Soros Fund Management 1	PE Associate
Southern Cross	PE Associate
Space Systems Loral	Lead Spacecraft Configuration Engineer
Sponsors for Educational Opportunity 1	Program Manager
Spotify 1	Data Scientist
Spouts of Water 1	COO
Standard Chartered Bank 1	Associate Director
Starbucks 1	Senior Marketing Manager
Stealth PropTech Co. 1	Co-Founder and CEO
Stonepeak Infrastructure 1	Vice President
Summit Partners 1	Associate
Superstruct Entertainment 1	Director of Strategy & Operations
TA Associates 1	Consumer/Retail Investor
TajRupt	Founder
TAP30 1	Demand Growth Hacking Manager
Teach for China 1	Founder and CEO
Terrain Data 1	Director of Engineering
The AES Corporation 1	Business Development and M&A Specialist
The Urban Institute 1	Senior Project manager
The White House 1	Policy Advisor
Thermodo GmbH 1	Managing Director
Thrive Networks	Regional Manager

INSTITUTION (# Admits)

Thumbtack 1
 Tokyo Electric Power Co. 1
 Travelist 1
 Triangle Peak Partners 1
 Turkish Treasury 1
 Twilio Inc. 1
 Ultimate Software 1
 Uncommon Cacao 1
 Undercover Colors 1
 Unilever 1
 Urban Outfitters 1
 US House of Representatives 1
 USAID 1
 USDA 1
 Valo Ventures 1
 Vector Capital 1
 Verge Genomics 1
 Via 1
 Video Intelligence 1
 Vodacom 1
 Waft Pre Ltd. 1
 Warburg Pincus 1
 WestBridge Capital Partners 1
 Windpoint Partners 1
 X – The Moonshot Co. 1
 Youtube 1
 Zenefits 1
 Zola Electric 1
 Zola.com 1

PRE-MBA POSITION

Product Manager
 Senior Project Manager
 Founder & CEO
 Associate
 Senior Associate
 Product Marketing Manager
 Software Manager
 Co-Founder
 Founder and CEO
 Product Group Quality Manager
 Associate Buyer
 Chief of Staff
 Senior Portfolio Manager
 Project Manager
 Investment Associate
 Associate
 Director of Operations and Finance
 Operations Associate Principal
 VP Corporate Strategy
 Business Manager
 Director of Strategy
 Technology Investor
 Investment Analyst
 Senior Associate
 Rapid Evaluation
 Content Strategist
 Manager Customer Marketing
 Product Manager
 Product Manager

FORTUNA ADMISSIONS - INSIDER'S TOP TIPS FOR APPLYING TO STANFORD

By Matt Symonds

Fortuna Co-Founder and Director Matt Symonds is the author of the international bestseller "Getting the MBA Admissions Edge" sponsored by Goldman Sachs McKinsey & Co. BCG and Bain & Co. As the founder of the World MBA Tour in 1995 he has an extensive business school network regularly interviewing deans faculty and admissions directors for the media and his industry knowledge makes him a regular guest expert on TV in the press and at conferences. He covers business education for BusinessWeek, The Economist, Forbes, BBC, America Economia, Times of India and many other global publications.

Tip #1 - Defining change

There are not many institutions in the world that can get away with the tagline "Change lives. Change organizations. Change the world." But Stanford might be one of them. So when it comes to defining your career goals, you should bear in mind that the admissions office is seeking individuals who are looking to have real impact, whether professionally or in society. The selectivity of the business school means that they can look beyond students whose goal is to secure a place in a strategy consulting firm or investment bank, and identify those applicants who are driven by a desire not just to excel in their careers but also to help others and have a positive impact. So as you think about your own post-MBA career goals, include a longer-term view about the areas where you think you can affect real change. Whether that means using technology to transform an industry, creating a niche business in the world of finance or medicine, or influencing the agenda for social attitudes in a region of the world, such a vision will carry far more weight if you can point to activities and commitments from your past and present that underpin your passion and sense of purpose. The school considers that past actions are usually the best predictor of future behavior, so your application should reflect who you are through what you have done.

Tip #2 - Yield and the importance of fit

The admissions yield at Stanford GSB is second only to Harvard, which underlines the fact that the school is the top choice for many applicants. A yield above 80% also suggests that the GSB admissions team is very good at identifying those applicants who have a strong fit with the culture and values of the school. Stanford is a relatively small program of around 400 students, and is seeking to build a very close knit, supportive community. Successful applicants not only have academic pedigree, stellar GMAT scores and personal and professional accomplishments to their name. They also have integrity, the ability to open up, be vulnerable, and grow in a supportive yet challenging environment. As such, the Admissions office works very hard to bring together a group of students who are open, humble and have strong integrity and this provides the foundation of the level of camaraderie and trust that you find at the school. Does that sound like you? Then share your story with the school in a natural, genuine way.

Tip #3 - Career goals

Pretty much all of the leading business schools can all open the door to McKinsey, Bain, BCG, Goldman and Morgan Stanley. Only 19% of the Stanford Class of 2019 went in to consulting and 5 times as many secured a place in private equity or venture capital as investment banking. Many are starting a new business many of them in the technology sector. The school likes you to dream big while demonstrating that your goals and career vision are viable given your track record of achievement and excellence.

Tip #4 - Contributing to life on 'The Farm'

For a program that consistently ranks among the top 2 or 3 in business school rankings, the Stanford MBA does not need to hear from you how wonderful it is. The brand and reputation of the school speak for themselves. But you do need to show your passion and absolute commitment to the school. The admissions team wants to understand how you can contribute to the Stanford community and how the education you receive will provide the knowledge and skills to make the difference in your career. A campus visit attending an info session and reaching out to students and alumni are all opportunities to better familiarize yourself with the distinct personality of the school. So take the time to research the many clubs and organizations available at both the business school and the wider Stanford University campus 'The Farm' and think about how you can bring energy and engagement outside the

MBA classroom. There is no perfect candidate so be honest about the areas in which you can improve and how you hope to make the most of your two years in Palo Alto.

Tip #5 - What matters most to you?

This notorious essay is at the heart of the MBA application to the Stanford GSB, and typically ties applicants in knots as they try to come up with an answer that they hope is clever, striking, or even profound. The school is looking not just for extremely bright and successful individuals, but also people who have strong values and want to have a positive impact in the world. Taking the time to really think about this question provides invaluable insight about your life purpose and values, and the true you that emerges from this introspection helps the GSB to evaluate fit and diversity of contribution to the class.

To best tackle the structure of this essay, start with identifying a person, event, or experience that greatly impacted you, and think about the morals, values, and lessons you gained from this experience or interaction. How do you use these lessons today, and how do they impact your drive, your motivation, and your vision of the world? Can you link them to the development of your career and the life choices you have made? You also need to make the connection between your values and your career vision, and why these goals are important to you. Even though you might have to spend hours on this essay through brainstorming, research, talking with others, writing a draft, then another (and then another), just remember that it's all inside you... it's your story, and you just have to find it and pull it out.

Tip #6 - Importance of recommenders

We cannot emphasize enough how important recommendations are at the GSB. Stanford may have reduced the number of recommendations required from three to two but the endorsement of a third-party who has genuine insight into your work what makes you tick and how you compare to your peers can carry more weight than anything you share in your essays. The school would like to hear from your current direct supervisor who needs to provide detailed examples that support the assertions they are making. All too often a recommendation sounds too generalized and though positive and supportive it could have been written about many young professionals rather than specifically about you. This is particularly true for letters that come from partners in a consulting firm or directors at an investment bank who may have been asked on numerous occasions to write a reference for business school. The temptation is for them to use a template they have on their hard drive and though undeniably efficient for them this will do you more harm than good. The school is already swamped with applications from these industries, so you need to make sure that they take the time to produce something thoughtful enthusiastic and personalized to you.

Tip #7 - Authenticity and humility

With 17 applications for each place in the MBA program at the Stanford Graduate School of Business it is no surprise that candidates feel enormous pressure to stand out in the crowded applicant pool by producing impressive application essays and letters of recommendation for their admissions file. But you can go too far in a bid to secure your place and replace authenticity and self-confidence with boastfulness and arrogance. The Assistant Dean of MBA Admissions acknowledges that boastfulness can be an easy trap to fall into when candidates spend their time worrying how they compare to other applicants. But he states that personal humility is not inconsistent with professional ambition and professional drive. And humility is certainly one of the traits the GSB is looking for in its admits.

So while there are many approaches to creating a compelling application there is clearly an appropriate tone to strike in your application. Rather than pumping up your accomplishments in the hope of impressing the admissions reader or indulging in heavy self-promotion to blow away the competition striking a humble tone with thoughtful illustration is the best way forward.

ESSAYS 2019-2020:

Cites Stanford GSB on its website: In each essay, we want to hear your genuine voice. Think carefully about your values, passions, aims, and dreams prior to writing them.

1. What matters most to you, and why?

For this essay, we would like you to:

- Do some deep self-examination, so you can genuinely illustrate who you are and how you came to be the person you are.
- Share the insights, experiences, and lessons that shaped your perspectives, rather than focusing merely on what you've done or accomplished.
- Write from the heart, and illustrate how a person, situation, or event has influenced you.
- Focus on the "why" rather than the "what."

750 Words (suggested)

2. Why Stanford? Enlighten us on how earning your MBA at Stanford will enable you to realize your ambitions.

- Explain your decision to pursue graduate education in management.
- Explain the distinctive opportunities you will pursue at Stanford.

400 words (suggested)

The new optional prompt: Think about times you created a positive impact, whether in professional, extra-curricular, academic, or other settings. What was your impact? What made it significant to you or others? You are welcome to share up to three examples. (Up to 1500 characters, approximately 250 words each)

More about Fortuna Admissions:

Fortuna Admissions is a dream team of former MBA Admissions Directors and Officers from the top-tier business schools including Wharton, INSEAD, Harvard Business School, Stanford GSB, LBS, Chicago Booth Columbia, Kellogg, Berkeley Haas, Duke Fuqua, UCLA Anderson and Johnson Cornell.

As industry experts we regularly provide commentary and analysis about business school admissions for major media around the world. To read our full range of advice visit: FortunaAdmissions.com

With our unparalleled collective expertise, we are able to coach you to develop a clear vision of your goals for business school and beyond. We work closely with you throughout the application process and provide expert guidance at every stage to maximize your chances of admission to a top school.

Our free consultations are consistently rated as the best in the industry. To learn more about Fortuna and assess your chances for admission reserve yours at: FortunaAdmissions.com