

## Julia Breitenborn (25)

STUDY YEAR: 2012-2014

IS: Junior Product Manager@Deutsche See

HOME: House in Bremen

HOUSEHOLD: Engaged

DREAM JOB AS KID: Teacher

RIDE: Toyota Yaris



After graduating from two masters (Marketing and Strategic Innovation Management) in February 2014, I started an internship in a consulting company that supports product placement based on category management. I hoped that this internship would be my “foot in the door”, but I realized that this wasn’t the kind of job I wanted. I felt that I couldn’t add the value I wanted, as we only provided the retailers or industries with insights.

With the end of the internship, the summer break started. This complicated my job search, as so many recruiters are out of office. At times, I got frustrated, but I realized that quite a few of my friends had the same experience after graduation. I used a staffing firm to increase my chances, but apparently summer isn’t the best time to look for a job. So I learned my first lesson: start early, write a lot of applications, and give your plans a bit of time.

In November 2014 I found a job, starting as a trainee for [Deutsche See GmbH](#). We sell fish (fresh, frozen, smoked or prepared) for retail, food service and gastronomy. We have two sub-brands: BEECK Feinkost (delicatessen salads, antipasti and dips) and CityFarming (convenience food like, wraps, sandwiches and salads “to go”).

I started my traineeship at the finance department. Six weeks later, I moved on to the non-food purchase department as they were in need of support. I worked there for four months and was surprised to see how much fun I had in analyzing our storage, finding cost-saving possibilities and negotiating with suppliers. In the next two months, I worked on a couple smaller projects for the controlling department. My next station within my traineeship was performed in three out of our 21 subsidiaries. I not only joined the salesforce, but also delivered our products to our customers and developed a lot respect for our truck drivers.

In September I was asked to join the marketing team to work for the BEECK brand. I finalized some of the current projects, and launched our new “self-service” assortment with my first flyer. I enjoy the work and working atmosphere at Deutsche See. I feel that I can add sufficient value, which is a great feeling that makes it worthwhile to travel every day for 2 hours – forth and back.

I am very grateful for the different perspectives I was able to gather during my traineeship. The multiple perspectives have helped me to better understand the needs of the different departments in each project. This also taught me that maintaining good relationships with co-workers is important, as success always depends on their cooperation and work. My tip for students? Take your chances. Sometimes a “foot in the door” may give you useful insights in what you don’t want or really get you all in. I wish you all the best and am sure that the University of Groningen is a good foundation for your future. I had a great time!

If you have any questions, feel free to contact me via [LinkedIn](#).

## Justina Klare (25)

STUDY YEAR: 2012-2013

IS: Consultant@The BICG

HOME: Apartment in Hamburg

HOUSEHOLD: In a relationship

DREAM JOB AS KID: Actress

RIDE: VW Polo



In 2012, after having completed my Bachelor’s degree in International Business Management, I signed up for the master program Strategic Innovation Management. After graduating the MSc BA SIM *Cum Laude* I was approached by my Master thesis supervisor Killian McCarthy to follow the PhD program at the RUG. Even though this was a great opportunity, I felt like I needed to get some working experience. So I moved to Hamburg and started an internship at [Sturm und Drang GmbH](#), an agency focused on cultural research and open innovation. My work focused on trend research, co-creation innovation workshops, and competitive analysis. I learned a lot about the economic application of innovation strategies and gained great business insights.

Still I was struck and intrigued by the idea of pursuing a PhD program and therefore, I took a job offer at the Hamburg University of Technology at the institute for Strategic and International Management. Besides research, I was responsible for several Bachelor and Master degree courses. Additionally, I took over some of the institute’s administrative tasks such as data processing and coordinating student assistants. After some time, however, I noticed that it wasn’t the right place for me and I needed to work in a more open-minded and innovative environment. I quit the job without really knowing what I wanted to do next. I took some time to really think about my dream job and what would satisfy me in this stage of my life. I sent out a bunch of applications, talked to some companies, and in the end found a small-scale, Spanish consultancy agency called [The Business Innovation Consultancy Group \(BICG\)](#) as the perfect match.

BICG is a management consultancy focused on innovation and New Ways of Working strategies. I work as a Consultant in the field of Strategy, Change Management and Workplaces. As a first step, we analyze our client’s working environment and culture and translate this into a proposal for a new workplace strategy based on the client’s needs and today’s workplace standards. At the same time, our architects start planning the new spatial design that can support the new ways of working strategy. In the second, and much more substantive, step, we implement the new workplace concept. This may seem easy, but changing the familiar working environment and introducing a new way of working can have a drastic impact on users, as they need to adapt their working behaviors to this new environment. This change of behavior and, ultimately, culture requires a great change process and persistence. Together with my colleagues, I prepare all the different employees for the New Ways of Working change. At BICG we stand behind what we do, namely working in a happy, creative and motivating environment, which is what really fulfills me in my current job.

If you have any questions, feel free to contact me through my [LinkedIn](#) page.