

In Case You Missed It - 9/28/2021



About Company:

- Ratings company at the core; media measurement and data analytics company
- Connects clients to audiences, to fuel the media industry with the most accurate understanding of what people listen to and watch
- They discover what audiences love by measuring/tracking audience content consumption across different media channels (ex. Podcasts, streaming TV, social media) to help companies and advertisers see the most important opportunities and accelerate growth
 - Nielsen IQ (“Cousin Company”): tracking consumer purchasing behavior
 - Foundation of both: track ratings and consumers, but end goals are different

Financial Leadership Program:

- Many UConn students come to Nielsen! Primarily in Financial Leadership Program
- APPLICATION DEADLINE: October 1st
- Full time: 2 year rotational program, 4 6-month rotations
 - Selection process: application, interview with someone who graduated from the program, then determine candidacy for full time, next step is two day experience in office (“FLP Invitational”), offer
 - Provides deep dive at what it means to work in corporate finance at a company like Nielsen
 - After the program, there will be a list of opportunities available and participants set up calls with managers, and then managers and participants set a preference list and find the perfect match
 - Corporate Audit Staff opportunity afterward as well, continue getting mentorship, speakers, professional development, etc.; allows you to refine your corporate accounting skills and gain more leadership development
- Intern: 10 week experience after Junior year
 - Selection process: application, interview, decision
 - Assigned to one finance team and work on one project; at the end of summer, present to Senior Finance Committee including CFO about what you accomplished
 - Enhanced mentorship, professional development, and other guidance opportunities

In-person or Virtual? TBD

- SmartWork strategy: meet people where they are
- Internship experience (hopefully) in NYC
- Financial Leadership Program in NYC for the first year, and opportunity to rotate geographically afterward to places like Chicago, Tampa, etc.

Questions asked/answers:

- Interview sessions for Finance Leadership Program similar to a super day
- There aren't opportunities that are offered to Sophomores
 - However, sophomores are encouraged to apply to get in the system and to show proof of interest for their junior year

Interview process/tips for potential candidates:

- Understand what the company does
- Demonstrate that you are interested by asking questions
- Ensure you are dressed well and well mannered
- Have an idea of what you want to do in the future and be open to opportunities
- After meeting with recruiters/interviewers, make sure to wrap up and ask about next steps

Recruiting outreach for other areas will start later in the school year; Nielsen IQ may have more programs for other areas outside of Finance