

NielsenIQ University Program

Diversifying the next generation of
analytics industry leaders



Hello from Texas!

Career Journey

- DEI University Program Manager
- Strategic Initiatives Program Manager
- University Relations Talent Advisor
- University Admission Counselor
- Talent Development Intern

My Style

- Strengths: Relator, Command, Strategic, Responsibility, Belief



***Michaela Bradshaw, SHRM - CP
NielsenIQ - Dallas, TX***



Agenda

- 1** About NielsenIQ
- 2** NielsenIQ University Program
- 3** Establishing Our Diversity Pipeline
- 4** Table Topic: Challenges & Solutions
- 5** NielsenIQ University Program Outcomes
- 6** Q&A

About NielsenIQ

Industry leader in global measurement & data analytics

Global consumer focus

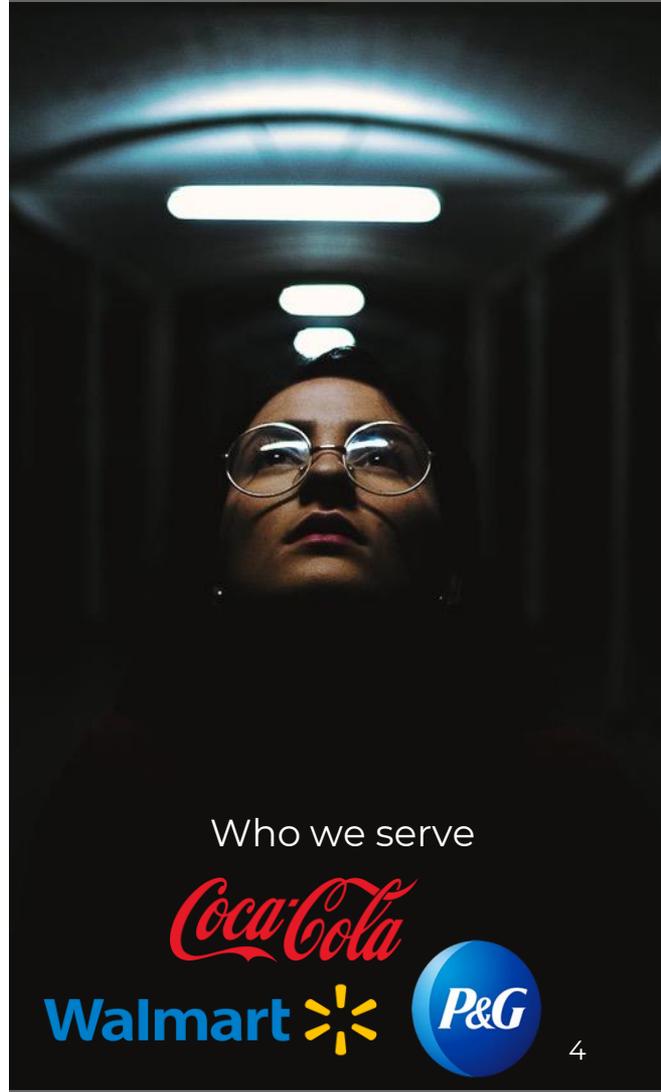
NielsenIQ is a global measurement and data analytics company providing the most complete and trusted view of consumers and markets in 90 countries covering 90% of the world's population.

Consumer packaged goods & retailer decisions

Focusing primarily on consumer packaged goods manufacturers and fast-moving consumer packaged goods and retailers, we give businesses the power to defy what's possible.

Industry-transforming insights

By combining unparalleled datasets, pioneering technology and the brightest minds in the industry, to create insights to transform how sectors and industries see themselves.



Who we serve

Coca-Cola

Walmart





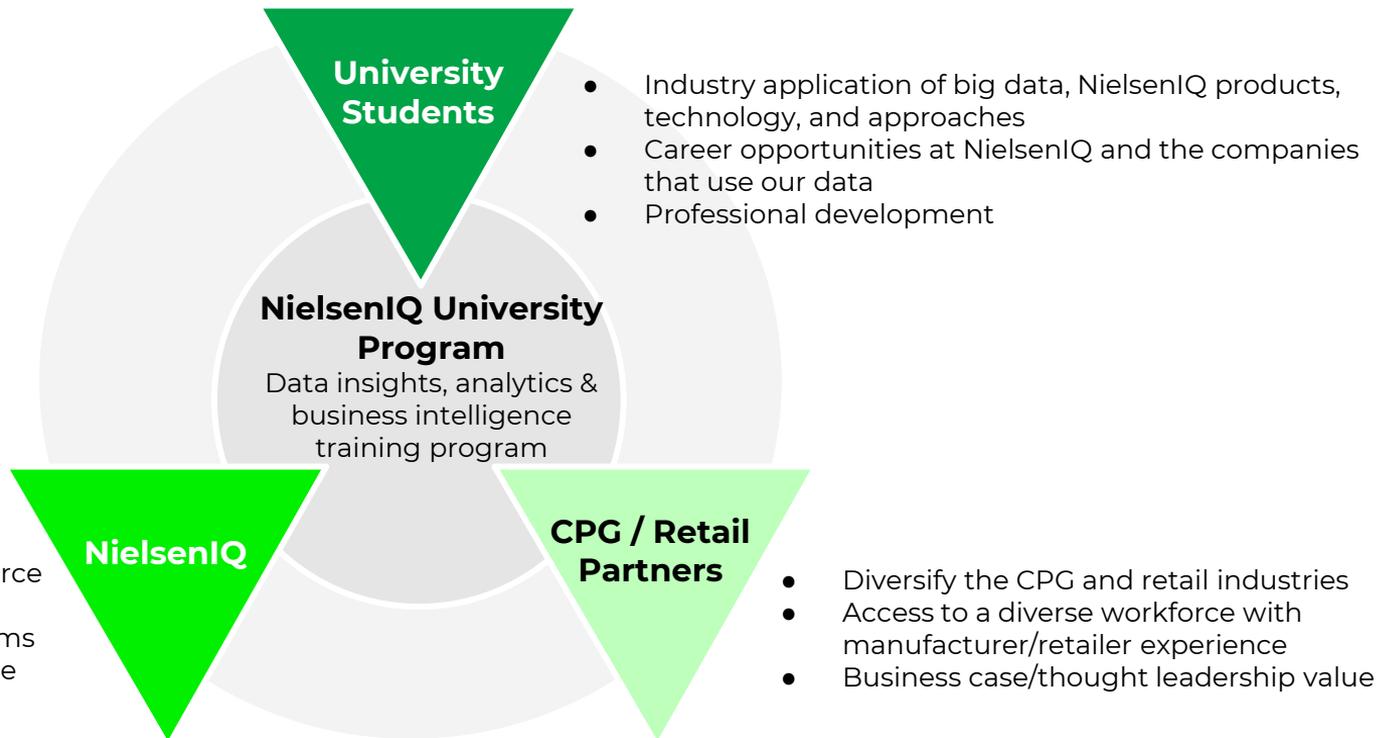
**We empower companies
around the world to make
bold decisions and transform
their business with **trusted
data, solutions, and insights.****

NielsenIQ University Program



Introducing the NielsenIQ University Program

Vision: Contribute to a better and more equal CPG industry by partnering with universities, CPG manufacturers, and retailers to develop the next generation of diverse data analytics, insights & business intelligence leaders





Establishing our diversity pipeline

Intentionally removing barriers to entry

- GPA Requirement
- Major Requirement
- Classification/Year of Study
- Essay Based Application





Establishing our diversity pipeline

Assessing our challenges

- Reaching the target audience
- Limited brand recognition
- Ensuring student success
- Creating post-program career opportunities



Table topic

Share 2 of the biggest early career diversity pipeline challenges that your company is facing



Table topic

Brainstorm solutions to one of the most compelling challenges



Establishing our diversity pipeline

Creating Solutions



Reaching the Target Audience

- Source for diversity; train for skill
- Recruit at less predominant colleges/universities that are highly diverse
- Existing partnerships with diversity organizations
- Incentives for info session attendance



Limited Brand Recognition

- Intentionally select and promote client partners
- Create a compelling student value proposition
- Offer a high touch experience



Ensuring Student Success

- Continuous listening strategy
- Remain agile and pivot where needed
- Commit to meeting students where they are



Creating Post-Program Career Opportunities

- Gain buy in from business leaders to allocate roles
- Partner with HRBPs and Talent Advisors to funnel talent



+ Powered by True Intelligence

NielsenIQ University Program outcomes

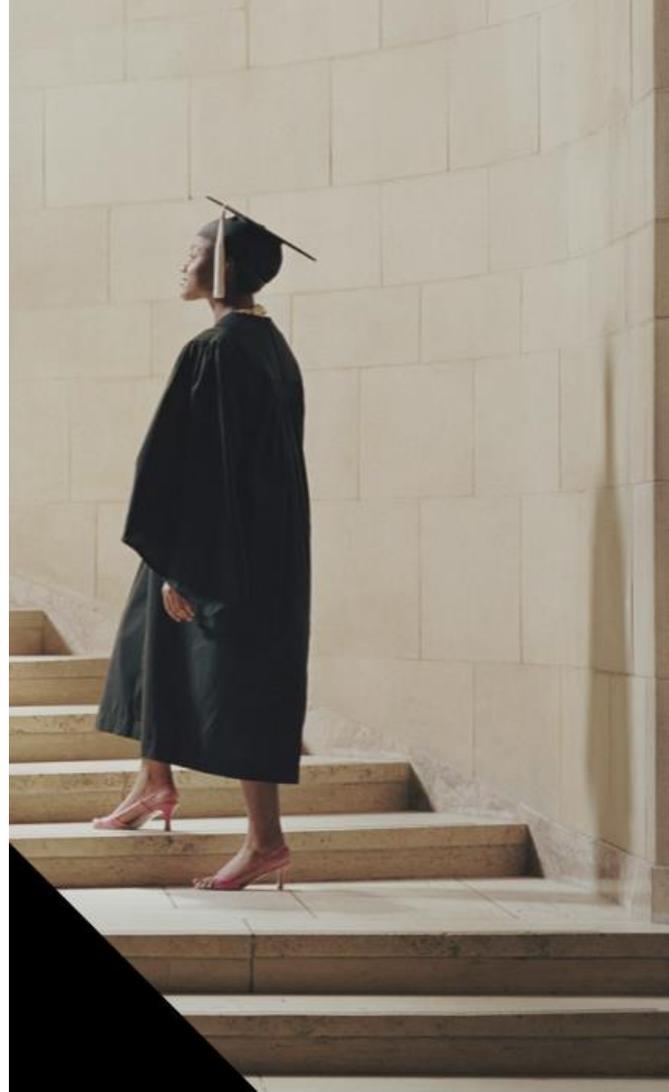
Inaugural cohort results (Spring 2022)

Demographics

- 125 program scholars
- 90% racially/ethnically diverse
- 57% women
- 30+ universities represented

Results

- 79 program graduates
- 26% conversion rate into early career roles
- 24 case study presentations delivered to clients
- 6 case study competition scholarships awarded totaling \$60,000



NielsenIQ University Program outcomes

Summer 2022 interns and full-time associates



Ola
Harold Washington College
Summer Intern



Venisha
Rutgers University Newark
Summer Intern



Francine
California State University Long Beach
Summer Intern



Shaina
The City College of New York
Full-Time Rotational Program



Diego
Rutgers University Newark
Full-Time Rotational Program



Samiksha
Purdue University
Summer Intern



Rachel
Washington University in St. Louis
Summer Intern



Michelle
The City College of New York
Full-Time Rotational Program



Mark
Baruch College
Full-Time Rotational Program



Djenabou
The City College of New York
Customer Success Analyst



Brian
University of Illinois Chicago
Summer Intern



Diego
University of Illinois Chicago
Summer Intern



Anyely
Rutgers University Newark
Summer Intern



John
Pennsylvania State University
Summer Intern



Lesly
The City College of New York
Full-Time Rotational Program



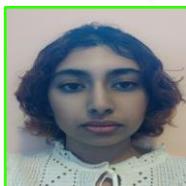
Katie
Brigham Young University
Summer Intern



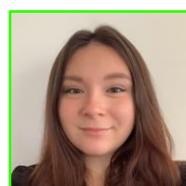
Jerry
The City College of New York
Summer Intern



Sizan
Rutgers University Newark
Summer Intern



Kavya
University of Illinois Chicago
Customer Success Analyst



Sydney
University of Illinois Chicago
Customer Success Analyst



NielsenIQ University Program outcomes

What's next?

International Expansion

Extending the program to undergraduate students in United States, Canada, and the United Kingdom.

Industry Diversification

Pipelining talent trained in NielsenIQ assets across multiple organizations through networking and career opportunities with our CPG and retail partner clients.

Alumni Engagement

Curating a series of ongoing professional development and networking experiences for program scholars and graduates to maintain engagement for future pipelining efforts.

Q&A

A photograph of a graduate in a black gown and cap standing on a stone staircase in a grand building with columns. The graduate is looking to the left. The scene is lit with warm, golden light, suggesting an indoor or shaded outdoor setting. The background shows a large, curved wall with classical architectural details.

Thank you

[Nielseniq.com/university](https://nielseniq.com/university)
University.relations@smb.nielseniq.com

