



Interview with Daniel Adler, August 6, 2010

Where do you work?

I work at World Investment News (WINNE) in the eBizGuides division.

What do you do?

I travel to developing and emerging economies around the world and spend about 3 months in each country producing entertainment and business guidebooks geared towards globetrotting businessmen. eBizGuides offer international business travelers all they need to know to do business and have fun. They consist of extensive overviews of the different sectors of the economy, key players within each sector, business resources, and a complete entertainment guide. I am directly responsible for editorial content, project management and sales of advertising.

You have been on the job for a few months. What have you learned thus far?

I have learned many sales techniques and macroeconomic analytical skills. I have also learned that business culture really does vary from place to place and you must be extremely mindful of your surroundings.

How did your education at Saint Louis University Madrid help prepare you for this position?

SLU helped me to gain a global perspective and cultural sensitivity that has proven invaluable in my current position.

How did you land this job?

I contacted an ad that I saw on the social network, *A Small World*. I then went through an interview process that consisted of two preliminary interviews, followed by a 3-day group selective training where each candidate was tried and tested on many different skills, from knowledge of foreign affairs to presentation skills.

What do you like best about your job?

I really enjoy interacting with predominate business people of the different countries that I work in. It helps me to learn about the developments of their specific business operations, as well as the developments of their sector and country. It allows me to get a good picture of the different investment opportunities and also helps me to learn more about which marketing strategies have worked where and why.

What are some of the challenges you face in the workplace?

The biggest challenge I face is getting meetings with the MDs of the top companies. I have to go through any channel possible to arrange for the meeting from getting a support letter from a predominant Minister to “arranging” for a casual run in at a local nightspot. Another challenge can be demonstrating the value of international advertising. Many companies, especially in developing economies, do not have much experience with the benefits of international advertising and it can be hard to demonstrate the importance and establish the need.

What advice do you have for other students as they make the transition to working professionals?

Make mistakes, take risks and follow your passions. Keep your head low and your eyes and ears open. Be prepared to jump on opportunities as they come. Also, never underestimate the value of your networks, whether personal or professional.

Anything you'd like to add?

Another piece of advice I'd add is to always strive to understand your 'camino' of personal growth. If you find yourself in a situation where you are not progressing or learning new things....move on!! Life is too short.