CAREER OPPORTUNITIES IN INTERNATIONAL BUSINESS

Description of the Field

The world has become a global marketplace; all types of businesses are now seeking to expand their operations across national borders and throughout the world. Multinational corporations, joint ventures, financial institutions, law firms, consulting firms, and manufacturers of both goods and services cater to an international clientele. Most internationally-oriented jobs in the business world involve marketing, sales, finance, operations, and strategic planning. They are primarily found in the United States, although some positions might involve working abroad. Typically, businesses with overseas operations will hire foreign nationals rather than expatriate Americans.

Likewise, few corporations have departments devoted strictly to international business. Instead, their international work is shared among various departments such as marketing, sales, legal, or finance. International positions are available within subsidiaries of foreign companies operating in the United States. In addition, international professionals also play an important intermediary role between Federal agencies in matters of trade regulation.

Career Paths

Entry-level jobs in the field of international business are as varied as the field itself. Most positions in marketing, finance, and consulting work begin with in-house training programs of a managerial, development, and/or technical nature. Companies with international markets usually prefer that employees become fully trained in the domestic operations of the business before being given an opportunity to represent the firm abroad.

Having completed specialized training programs and/or on-the-job training, individuals hired by firms functioning internationally are often assigned to the U.S. headquarters of the company, working within the marketing, sales, planning, or accounting/finance department. Foreign travel for negotiation or consultation is possible. Those working for multinational corporations, joint ventures, financial institutions, or consulting firms will generally be given the opportunity for foreign assignments such as managing a foreign subsidiary or directing the firm's overseas operations after years of domestic service.

Demand

Due to the vast improvements in communication technology, the increased interdependency of national economies, the expansion of developing nations, and the internationalization of formerly domestic issues
such as population and pollution, the world has become a global marketplace where the transfer of goods and services is not hampered by national borders. These factors have created a demand for employees in business, trade, government and development with technical skills, foreign language facility, cultural sensitivity, experience, and education/training. Although more opportunities have become available, internationally oriented jobs are usually reserved for those with specialized abilities and experience.

That said, however, the world economic slowdown starting in 2007, along with corporate scandals, suspect accounting practices, the collapse of organizations such as Lehman Brothers and General Motors, and the continued threat of international terrorism have led to dramatic cuts in the financial, consulting, energy, telecommunications, airlines, and tourism sectors. Consequently, new graduates, whether with MBAs or graduate degrees in International Relations, are competing not only with each other, but also with those who have lost their jobs, most of whom have significantly more experience. This fact makes it more difficult for people who are changing careers and wish to enter the field with no prior experience.

Qualifications Necessary to Enter the Field

Beginning a career in international business requires experience within particular industries, more than just the knowledge of a foreign language, area studies, or international experience. Well-established firms normally hire local staff, so the best opportunities in international business tend to be with small companies just starting to enter the international business arena or expanding to new locations. Such companies look for candidates with management and marketing skills. International business-related courses are recommended, as well as accounting, business finance, money and financial markets, statistics, micro- and macroeconomics and marketing. A framework of public policy, international trade, language and cultural fluency combined with business skills is an invaluable combination for those looking to work in international business.

While firms are still willing to train qualified candidates who have no specific experience in their business, they are more interested in people who can be productive from their first day on the job, as training programs are being curtailed due to the cost and time required. Aspiring international businesspeople will be in a stronger position if they can show experience in the company’s business or sector. Possible ways to accomplish this include participating in a business-oriented semester abroad program and acquiring an internship with an international business.

Sample Group of Employers

American Express  - [http://www.americanexpress.com](http://www.americanexpress.com)


CIGNA Corporation - [http://www.cigna.com](http://www.cigna.com)
Future Challenges of the Profession

As the world becomes more of a global village and trade barriers are eased, there will be an increased need for professionals who can service an international clientele in terms of understanding international business and marketing, international law, and international trade and finance. As goods cross national borders with greater ease, negotiation and government regulation will increase the need for personnel with specialized expertise in international business ventures, financing techniques, and language skills. Although opportunities will increase, competition will be high as Americans vie for international positions around the world with foreign nationals.

Resources for Additional Information

Internet Resources

MBA Jungle - http://mbajungle.com

Hoover’s - http://www.hoovers.com


WetFeet - http://www.wetfeet.com

Publications


CAREER OPPORTUNITIES IN BANKING & FINANCE

Description of the Field

Finance and banking offer many career opportunities for people who want to work in global financial markets and serve as a bridge between capital-raising entities and capital-producing investors. The globalization of banks, the integration of banking activities, and the growth of emerging markets are ongoing trends. Internationalization means greater exposure to interest rate movements, economic
difficulties in developed and developing countries, erratic currency fluctuations, and stock and bond market volatility.

A career in banking and finance normally requires a solid background in business-related courses such as accounting, business finance, money and financial markets, statistics, and micro- and macro-economics. In addition, candidates should be able to understand financial statements and analyze a corporation’s growth potential, profitability, industry niche, future projections, and perform a number of similar tasks. Demonstrable experience that includes economic analysis and an understanding of economic markets and financial trends is also valued by employers. For those without previous experience in finance, it may be difficult to enter the field of finance. The most recent recession has increased the competition in the financial sector. A summer internship at a bank can provide valuable experience that may help students enter the financial services industry.

The financial industry is traditionally broken down into the following areas:

*Asset Management* - Asset management companies manage the money of their clients to achieve specific financial objectives within guidelines under which the investment pool is organized. The pool might take the form of a mutual fund, hedge fund, pension fund, or institutional fund, and could invest in a range of financial vehicles including equities, fixed-income securities, and derivative products. Graduates working within asset management firms can work as portfolio managers, buy-side and sell-side research analysts, and quantitative analysts.

*Corporate Finance* - The areas considered as Corporate Finance cover a wide range of financial services including Corporate Structure Finance, Mergers and Acquisitions, Initial Public Offerings (IPOs), Private Placements, and Real Estate Finance. The mission of a Corporate Finance department is to help its clients form and develop sound financial strategies to meet their goals by serving as advisors and by raising or managing funds. Businesses may need to raise cash to buy another firm, expand manufacturing capacities, pay down debt, buy back their own stock, or possibly divest themselves of a division.

*Investment Banking* - Investment banking isn't one specific service or function. It is an umbrella term for a range of activities: underwriting, selling, and trading securities (stocks and bonds); providing financial advisory services, such as mergers and acquisition advice; and managing assets. Investment banks offer these services to companies, governments, non-profit institutions, and individuals.

*Hedge Funds* - A hedge fund is a private investment fund that trades and invests in various assets such as securities, commodities, currency, and derivatives on behalf of its clients, typically wealthy individuals.
Many hedge fund employees have previous experience in the financial services industry, such as within the alternative investment arms of investment banks.

*Private Equity* - Private equity firms invest money into privately owned companies, and, at times, invest and hold ownership positions in publicly traded firms. The private equity career market is highly competitive and values previous experience in finance or business.

*Sales and Trading* - This group serves a variety of institutions, including pension plans, mutual funds, and insurance companies. In addition, many traders are dedicated to the firm’s own “house account.” The Sales department’s main responsibility is to maintain positive client relationships. Other key functions include the sale of existing securities in the firm’s inventory and the distribution of the firm’s initial public offering. Traders execute trades in equities, corporate and municipal bonds, derivatives, currencies, and commodities.

*Public Finance* - This department raises funds for the development of public projects. Investment banks help states and their agencies and authorities, municipalities, and counties to raise large capital through the issuance of federal tax-exempt securities. These bonds finance institutions, including but not limited to, hospitals, airports, schools, mass transit systems, and power plants.

*Venture Capital* - Venture capital firms raise funds from institutional investors and high net worth individuals to invest in start-up firms in specific industries (internet, biotechnology, energy, etc.). Venture capital firms look to hire individuals with technological or industry expertise and experience working for a tech start-up company, or in business or finance.

*Other* - Corporate banking also includes the Research Departments where equity (stocks), fixed income (bonds), and other negotiable instruments are analyzed. Also, portfolio and money management often falls under the responsibility of the Research Department. The High Yield Group manages high-risk bond issues with high interest rates (normally above 10%). This group usually has its own set of specialized sales representatives and traders. In addition, Private Client Services cater to individuals of high net worth and Commercial banking typically caters to individuals and small to mid-size businesses.

**Career Paths and Salary Structure**

Internships are one of the most efficient ways to gain the experience necessary to enter the field. Many banks offer a summer associate program, with recruiting for full-time positions in early fall and recruiting for summer positions beginning in late fall. A summer associate position is often a requisite for those
seeking full-time banking positions. Recruiting for full-time positions begins in early fall. Every job seeker in finance and banking should be aware of the risk factor in this sector. Jobs and job availability are subject to the unpredictable elements of the market. Hiring can be as fierce as the market, so patience and perseverance are necessary.

Any demonstrated experience which requires economic analysis, understanding of economic markets, or reacting to financial news or trends is of interest to potential employers. Networking, especially in more difficult financial periods, is essential for anyone interested in entering this competitive field. Contact alumni from your school who are working with firms in which you have an interest and begin building your networking infrastructure.

Salaries at investment banks, even for nonprofessional staff, almost always consist of a base salary plus a fiscal year-end bonus. Bonuses are determined at the end of each year and are based on the performance of Wall Street, as well as the performances of your firm, department, and your personal contribution to them. Base salaries tend to be relatively moderate at the entry level and bonuses are discretionary. Your take-home pay from year to year can go through swings of more than 100 percent, especially as you attain higher levels of seniority.

**Demand**

Opportunities in investment banking are not the same as they were a few years ago; competition has become fierce. The incomes of employees in these firms rise and fall with the global economic tides. This is a market driven by the economy and in downtimes it becomes even more competitive to enter this lucrative field. Regarding opportunities in asset management, what is in demand is closely tied to a firm’s strategy. The largest, generally New York–based, brokerage houses (sometimes called wirehouses) continue to recruit trainees for number-crunching analyst positions and more sales-oriented marketing and brokerage support jobs. With online and self-service brokerages, investors can self-direct their own investment strategy, but most are willing to pay qualified professionals to guide them. In addition, many brokerage houses have access to research and historical data that would take the average investor months to track down. No matter who actually places a buy or sell order, there will always be a need for securities traders who work behind the scenes, locating the buyers or sellers who are willing to accept the securities transactions their clients or brokers want to make. But expect to face rigorous competition for securities sales agent positions, where only the most experienced applicants will get the job.

*Source: WetFeet Library Career & Industries Overview: Investment Banking, Asset Management, and Sales and Trading*

**Qualifications Necessary to Enter the Field**
A bachelor's degree in finance, accounting, economics, mathematics/statistics or business administration is the minimum academic background for financial managers. However, many employers increasingly seek graduates with a master's degree, preferably in business administration, economics, finance, international business, or risk management.

A solid background in business-related courses such as accounting, business finance, money and financial markets, statistics, micro- and macroeconomics is recommended. In addition, candidates should be able to analyze a corporation’s growth potential, profitability, industry niche, future projections, etc. They must be able to read and understand annual reports, balance sheets, income statements, and cash flows.

Potential employers are interested in any demonstrated experience that requires economic analysis, valuation analysis, financial modeling, understanding of economic markets, or reaction to financial news or trends. An internship with a bank will improve your chances and grant you the necessary experience to attract recruiters. A solid framework of public policy, international trade, and both language and cultural fluency combined with business skills is an invaluable combination for entry into the financial industries.

**Sample Employers**


Barclays Capital - http://www.barcap.com/

Citigroup - http://www.citigroup.com/citigroup/homepage/


Deutsche Bank – http://www.db.com/

Goldman Sachs - http://www.gs.com/

Houlihan Lokey - http://www.hlhz.com/


Lazard - http://www.lazard.com/

Macquarie Group- http://www.macquarie.com


Nomura - http://www.nomura.com/

Societe General- http://www.societegenerale.com/
Resources for Additional Information

Internet Resources


eFinancialCareers- http://www.efinancialcareers.com/


WetFeet - www.wetfeet.com

Publications


Keep up to date with financial trends and look for potential job opportunities in the following:


Business Week - http://www.businessweek.com/

The Financial Times- http://www.ft.com/home/uk


The Economist - http://www.economist.com/

CAREER OPPORTUNITIES IN TRADE

Description of the Field

Trade policy is becoming an important issue to more businesses in the United States as the barriers to trade and capital movement decline and foreign markets become increasingly interconnected with US markets. With the growth of regional trade blocks and increased membership in international trade organizations such as the World Trade Organization, the impact of US and foreign trade policy on the success of businesses in the United States will continue to increase. Trade policy directly affects virtually all industries.

Trade policy and promotion include a variety of activities such as analyzing markets, increasing attendance at trade events, identifying agents and distributors, and disseminating information on export financing. Additional activities include representing business interests to foreign government officials, national government agencies, international organizations, and trade missions; identifying joint venture partners; researching development projects; and understanding foreign standards, testing, and certification requirements.

Career Paths

Entry-level titles include project coordinator, research assistant, government relations assistant, economic analyst, public relations specialist, and trade policy associate. Professionals in the field emphasize that experience is key to both monetary and professional advancement.

Communication between businesses and the government is critical, given that US government policies directly affect a company's international business. Government policies and legislation can affect international tariffs, non-tariff trade barriers, export financing, export licensing and control requirements, counter-trade, and technology transfer. Therefore, people who have held positions in the public sector have experience critical to a firm's international activities. Export promotion at the Department of Commerce, export licensing at the State Department, and trade finance at the Department of the Treasury are but a few examples of public sector work that would be considered desirable. The legislative branch also provides a setting for graduates seeking to develop knowledge valuable to global corporations. One who understands both how government works and how to influence policy to the business sector's advantage is a particularly attractive candidate.

In the private sector, graduates will spend a considerable amount of time monitoring government activities to identify policies that could affect their organization and then trying to influence those policies. Again, a solid understanding of government procedures and an intimate knowledge of key issues surrounding one’s business or industry is essential, as is the ability to research and analyze market trends.
and political developments, both nationally and internationally. Inside knowledge of the federal
government would be a great asset to any business seeking to influence trade policy.

**Recommended Qualifications to Enter the Field**

Superior oral and written communication skills, especially in persuasion

Ability to speak and present publicly

Knowledge of the government process

Intimate knowledge of current trade policy and regulations

Functional expertise in areas such as international finance, political risk management, economics,
strategic planning, or marketing

Foreign area expertise

Demonstrated foreign language proficiency

Flexibility and ability to learn new concepts quickly

Excellent quantitative and qualitative skills

Strong economics background

Demonstrated research and analysis in the field

**Sample Group of Employers and Resources for Additional Information**

**Associations**

CATO Institute, Trade and Immigration - [http://www.cato.org/trade-immigration](http://www.cato.org/trade-immigration)


Global Public Policy Institute - [http://www.gppi.net/](http://www.gppi.net/)

Institute for Agriculture and Trade Policy - [http://www.iatp.org/](http://www.iatp.org/)


Trade Analysis and Information System - http://r0.unctad.org/trains_new/index.shtm
Women in International Trade - http://www.wiit.org/
World Trade Point Federation - http://www.tradepoint.org/

Career Resources
The Federation of International Associations - http://www.fita.org/jobs/

Federal Government
Department of Commerce - http://www.commerce.gov/
Department of State Trade Policy and Programs - http://www.state.gov/e/eeb/tpp/
Department of the Treasury - http://www.treasury.gov/
Office of the US Trade Representative - http://www.ustr.gov/
Trade Information Center - http://www.export.gov/exportbasics/eg_main_017483.asp
International Organizations


Private Sector

AT&T - http://www.att.com/

Amazon.com – http://www.amazon.com/

The Boeing Company – http://www.boeing.com/

Eastman Kodak - http://www.kodak.com/

ExxonMobil - http://www.exxonmobil.com/


Johnson & Johnson - http://www.jnj.com/

Motorola - http://www.motorola.com/


Philip Morris Companies, Inc. - http://www.pmusa.com/


Procter & Gamble - http://www.pg.com/


Future Challenges of the Profession

Some of the issues facing trade policy professionals in the future include the United States’ global trade deficit, especially with China, and what the effects will be with the American market increasingly saving
rather than spending its earnings. The United States would face additional challenges as new free trade agreements develop with Colombia, South Korea, and others. In addition, the spread of the Internet throughout the world, with improved speeds in developed nations and Internet-accessible mobile phones in emerging markets, will continue to present new opportunities and challenges for those in the trade policy field.

CAREER OPPORTUNITIES IN MARKETING AND SALES

Description of the Field

The objective of any firm is to market and sell its products or services profitably. In small firms, the owner or chief executive officer might assume all advertising, promotions, marketing, and sales responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, promotions, marketing, and sales policies. Advertising, marketing, promotions, and sales managers coordinate the market research, marketing strategy, sales, advertising, promotion, pricing, and product development.

According to the Occupation Outlook Handbook, there are several ways to achieve these goals. Strategic marketing involves planning the way a firm will handle the marketing of its product or service by targeting their appropriate audience or clientele. Tactical marketing includes the tasks to achieve this strategy, such as distributing fliers or making cold calls. Those distinctions depend upon whether a firm is
marketing to another business (business to business marketing) or whether they are advertising a service (services marketing). It is important to remember the 3Cs (customers, competitors, and channels) and the 4Ps (product, positioning, price, and promotion), as they constitute the foundation of marketing.

Marketing managers develop the firm's detailed marketing strategy. With the help of subordinates, including product development managers and market research managers, they determine the demand for products and services offered by the firm and its competitors. In addition, they identify potential markets—for example, business firms, wholesalers, retailers, government, or the general public. Marketing managers develop pricing strategy with an eye towards maximizing the firm's share of the market and its profits while ensuring that the firm's customers are satisfied. In collaboration with sales, product development, and other managers, they monitor trends that indicate the need for new products and services and oversee product development. Marketing managers work with advertising and promotion managers to promote the firm's products and services and to attract potential users.

Sales managers direct the firm's sales program. They assign sales territories, set goals, and establish training programs for the sales representatives. Managers advise the sales representatives on ways to improve their sales performance. In large, multi-product firms, they oversee regional and local sales managers and their staffs. Sales managers maintain contact with dealers and distributors. They analyze sales statistics gathered by their staffs to determine sales potential and inventory requirements and monitor the preferences of customers. Such information is vital in order to develop products and maximize profits. (Occupational Outlook Handbook)

Career Paths and Entry Salaries

A wide range of educational backgrounds are suitable for entry into advertising, marketing, promotions, and sales managerial jobs, but many employers prefer those with experience in related occupations plus a broad liberal arts background. A bachelor's degree in sociology, psychology, anthropology, literature, journalism, or philosophy, among other subjects, is acceptable for most entry level positions. Requirements, however, depend upon the particular job.

For marketing, sales, and promotion management positions, some employers prefer a bachelor's or master's degree in business administration with an emphasis on marketing. Courses in business law, economics, accounting, finance, mathematics, and statistics are advantageous. In highly technical industries, such as computer and electronics manufacturing, new employees are preferred with a bachelor's degree in engineering or science, combined with a master's degree in business administration.

Most advertising, marketing, promotions, and sales management positions are filled by promoting experienced staff or related professional or technical personnel. For example, many managers are former
sales representatives, purchasing agents, buyers, product or brand specialists, advertising specialists, and promotion specialists. In small firms, where the number of positions is limited, advancement to a management position usually comes slowly. In large firms, promotion may occur more quickly.

Although experience, ability, and leadership are emphasized for promotion, advancement can be accelerated by participation in management training programs conducted by many large firms. Many firms also provide their employees with continuing education opportunities, either in-house or at local colleges and universities. Such firms also encourage employee participation in seminars and conferences, often provided by professional societies. In collaboration with colleges and universities, numerous marketing and related associations sponsor national or local management training programs. Courses include brand and product management, international marketing, sales management evaluation, telemarketing and direct sales, interactive marketing, promotion, marketing communication, market research, organizational communication, and data processing systems procedures and management. Many firms pay all or part of the cost for those who successfully complete courses.

### Demand

Advertising, marketing, promotions, and sales managers held about 646,000 jobs in the U.S. in 2008. These managers were found in virtually every industry. The following table shows the distribution of jobs by occupational specialty:

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales managers</td>
<td>346,900</td>
</tr>
<tr>
<td>Marketing managers</td>
<td>175,600</td>
</tr>
<tr>
<td>Public relations managers</td>
<td>56,700</td>
</tr>
<tr>
<td>Advertising and promotions managers</td>
<td>44,600</td>
</tr>
</tbody>
</table>

Sales managers held nearly half of the total number of jobs; most were employed in either the wholesale and retail trade or finance and insurance industries. Marketing managers held more than one-fourth of the total. Within this division, the professional, scientific, and technical services industries employed almost one-third of marketing managers. A smaller proportion consisted of advertising and promotions managers working in the professional, scientific, and technical services industries, as well as the publishing and information industries, which includes advertising and related services. Most public relations managers were employed in service-providing industries, such as the professional, scientific, and technical services, finance and insurance, health care and social assistance, and educational services. ([http://stats.bls.gov/oco/ocos020.htm](http://stats.bls.gov/oco/ocos020.htm))
Qualifications Necessary to Enter the Field

Persons interested in becoming advertising, marketing, promotions, public relations, and sales managers should be mature, creative, highly motivated, able to manage stress, flexible, and decisive. The ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public is vital. Managers also need tact, good judgment, and exceptional ability to establish and maintain effective personal relationships with supervisory and professional staff members and client firms.

Sample Group of Employers

Action Marketing Research - http://www.action-research.com/

Hanover Direct, Inc. - http://www.hanoverdirect.com/


Most major companies have their own marketing departments.

Future Challenges of the Profession

Advertising, marketing, promotions, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professional and technical personnel. While this results in keen competition, college graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. Those who have new media and interactive marketing skills will be particularly sought after.

According to the 2006 Occupation Outlook, employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase faster than the average for all occupations through 2014, spurred by intense domestic and global competition in products and services offered to consumers. However, projected employment growth varies by industry. For example, employment is projected to grow much faster than average in scientific, professional, and related services, such as computer systems design and related services, and in advertising and related services, as businesses increasingly hire contractors for these services instead of additional full-time staff. In contrast, a decline in employment is expected in many manufacturing industries.

Resources for Additional Information

Associations

American Marketing Association (AMA) provides professional development services for marketing professionals such as special interest groups, seminars, and publications. It also has a reference center focusing on marketing issues - http://www.marketingpower.com/
Business Marketing Association - http://www.marketing.org/

Direct Marketing Association (DMA) has been the leading source of news and information for direct marketers since 1917. - http://www.the-dma.org/

Association for Women in Communications (AWC) recognizes the complex relationships that exist across the communications disciplines. - http://www.WOMCOM.org/

Internet Resources


Publications

AMA Publishing Group publishes some of the top marketing books as well as eight business magazines and scholarly journals. All of their resources can aid professional development and knowledge of the latest research and trends in the marketing industry.
CAREER OPPORTUNITIES IN MICROFINANCE AND DEVELOPMENT FINANCE

Description of Field

Microfinance is a term for a variety of financial services that target low-income clients, particularly women who have meager incomes and lack access to formal financial services. The services provided by microfinance institutions (MFIs) include loans, savings, insurance, and remittances. Microloans are given for a variety of purposes, including microenterprise development, smoothing consumption, and managing risk. The diversity of products and services offered by MFIs reflects the fact that the financial needs of individuals, households, and enterprises can change significantly over time, especially for those who live in poverty. Due to these varied needs, and because of the industry’s focus on the poor, microfinance institutions often use non-traditional methodologies, such as group lending or other forms of collateral not employed by the formal financial sector.

Career Paths and Entry Salaries

As a less established but emerging field in finance, those seeking a career in microfinance will have to create their own career paths. With that in mind, it is generally advised to first obtain the necessary financial skills, experience, and networking in more traditional financial institutions before then seeking microfinance opportunities either with an MFI or within the microfinance division of a larger financial organization. Entry salaries are typically lower than similar positions in more mainstream financial careers.

Demand

The microfinance industry is a steadily growing sector, with MFIs currently operating in over 100 countries and serving more than 100 million clients. Microfinance has an estimated total loan volume of $25 billion, yet this is but a fraction of the roughly $250 billion possible if the demand of 1 billion micro-borrowers were met. (Deutsche Bank Research) As MFIs grow to meet this demand, career opportunities will increase for those financial professionals with social science knowledge, local language expertise, and cultural understanding.

Qualifications Necessary to Enter the Field

The ideal candidate will have at least several years of marketing, branding, and delivery experience, preferably in financial services. Successful candidates are expected to provide strategic and operational leadership by working closely with a range of partner organizations, as well as possessing excellent
communicative, quantitative, and analytical skills. One must have a passion for building businesses and a commitment to delivering great products even with limited resources. In addition, an MBA is often preferred for those entering the field.

**Sample Group of Employers**


Microfinance Information Exchange – [www.mixmarket.org](http://www.mixmarket.org)

Micro Place – [https://www.microplace.com/](https://www.microplace.com/)

**Associations**

International Association of Microfinance Investors  [http://www.iamfi.com/groups.html](http://www.iamfi.com/groups.html)

The Microfinance Association - [http://www.microfinanceassociation.org/page.aspx](http://www.microfinanceassociation.org/page.aspx)

Women Advocating Microfinance (WAM) - [http://www.wam-international.org/home](http://www.wam-international.org/home)

**Challenges of the Profession**

The success of microfinance brings with it new challenges and situations, as MFIs become more established and complex. Such complications include the increase in competition between MFIs, issues with regulation, inappropriate donor subsidies, limited management capacity, and institutional inefficiencies. (Brigham Young University) In addition, the global recession’s impact on MFIs, the danger of liquidity drying up, credit risks, and extended indebtedness are all issues raised by those wary of microfinance. (Center for the Study of Financial Innovation)

**Resources for Additional Information**

CGAP Microfinance Gateway - [http://www.microfinancegateway.org/p/site/m/](http://www.microfinancegateway.org/p/site/m/)


MicroCapital Society, Events - http://microfinanceassociation.ning.com/events


Publications


