



Introduction

How do you bridge the gap between your broad academic background and the labor market? Join the online annual TSHD Career Day, get inspired, and find out what you can do to prepare yourself on your career path! Get inspired by our keynote opening, learn from the experiences of our alumni, listen to interesting company talks and join the practical preparation session.

The links to all the sessions and information about the companies can be found below the program.

Program

10:30 – 11:20

Keynote opening by Rudy van Beurden

An inspiring talk about imagining your career and translating that toward practical goals for the short term. Rudy will try to motivate you and also share his own experiences. At the end, there is room for you to ask him anything!

11:20 – 11:30

Short break

Grab yourself a fresh cup of coffee

11:30 – 12:30

Alumni sessions

For each study program, we have invited 4 to 5 alumni to talk about their career journeys. Ask your questions and learn from their experiences.

- Communication and Information Sciences (BDM, NMD, C&C)
- Data Science and Society
- Cognitive Science and Artificial Intelligence
- Philosophy
- Liberal Arts and Sciences
- Culture Studies (OC, AMS, DCS, MCD, Jeugdliteratuur, HH)

13:00 – 13:05

Opening of afternoon event by Study Association Flow on Wonder

13:05 – 13:35

Opening talk by Google on Wonder

13:50 – 15:50

Company sessions on Zoom

Join the interactive sessions from IBM, Google, KLM, Indicia, Marcadus, Genius Voice, Adeptiv, Fingerspitz/Handpicked Agencies, and BrainCo. Sessions will be in three rounds, with each round different companies.

13:50 – 14:20: Google, KLM, IBM (14:00 – 14:30)

14:30 – 15:00: Indicia, Marcadus, Genius Voice

15:10 – 15:40: Adeptiv, Fingerspitz/Handpicked, BrainCo, Google

15:50 – 17:00

Online networking market on Wonder



Links

Zoom link for the morning program (10:30 – 12:30)

<https://tilburguniversity.zoom.us/j/93206738185?pwd=clZRaHBFVnVarR21NVXBEBWkVpNkdFdz09>

Wonder link for the afternoon program and networking market (13:00 – 13:35 and 15:50 – 17:00)

<https://www.wonder.me/r?id=2c389529-28c4-44e3-86e0-d98459c4559b>

Zoom links for company sessions

KLM (13:50 – 14:20)

<https://tilburguniversity.zoom.us/j/99852378941?pwd=eHZWM24zaVo0MWJLzBMcEw1VEwrZz09>

Google (13:50 – 14:20 and 15:10 – 15:40)

This session is only available to people who have signed up.

IBM (14:00 – 14:30)

This session is only available to people who have signed up.

Indicia (14:30 – 15:00)

<https://tilburguniversity.zoom.us/j/91677378146?pwd=ZGtQOGhLZUtPc0NSQjY0dk5lNzR5QT09>

Marcadus (14:30 – 15:00)

<https://tilburguniversity.zoom.us/j/93847121623?pwd=ck9iU2htaVhDbUVPZ1hrYlJFdllBdz09>

Genius Voice (14:30 – 15:00)

<https://tilburguniversity.zoom.us/j/96594935261?pwd=VDA0QmpGclorM3l3eUgzNHlvZWVz09>

Adeptiv (15:10 – 15:40)

<https://tilburguniversity.zoom.us/j/96689235904?pwd=c2VpMDMwalfWay8yZ1BOc250NEZldz09>

Fingerspitz/Handpicked Agencies (15:10 – 15:40)

<https://tilburguniversity.zoom.us/j/95569564023?pwd=d3c2bHFlaVEvdVZWem9Qb1B6eExsZz09>

BrainCo (15:10 – 15:40)

<https://tilburguniversity.zoom.us/j/99433357299?pwd=UTRoNFRFaFcxMHR2aUVpUmhib0RFdz09>

Company Information

KLM (13:50 – 14:20)

Do you want to learn more about one of the largest employers in the Netherlands, and are you curious what you can contribute to such a company as an alumnus of TSHD? Come join the session of KLM Royal Dutch Airlines at the TSHD Career Day to find out! In this session alumnus Dennis de Groot will talk about working within KLM. He will make a connection between what you are learning during your study and how certain teams within KLM are applying that knowledge in the real world. With his BSc in CIS and his MSc in Data Science, he can give you a clear overview of some of the jobs for which you can apply after your studies, at KLM or elsewhere, and give you some answers to the questions “why are we learning this?” and “what can I actually do with my diploma?”. So please make sure to check in all your questions and have your boarding pass ready, because you do not want to miss this flight! KLM Royal Dutch Airlines is a Dutch airline, which was founded 101 years ago and is the oldest airline in the world still operating under its original name. It is one of the largest employers in the Netherlands with almost 30.000 employees. In 2019 they generated a total revenue of € 11 billion.

Zoom link

<https://tilburguniversity.zoom.us/j/99852378941?pwd=eHZWM24zaVo0MWJLZlZBMcEw1VEwrZz09>

Google (13:50 – 14:20 and 15:10 – 15:40)

Google is a technology company focused on Internet products and service, such as online advertising, online search, and cloud computing.

This session is only available to people who have signed up.

IBM (14:00 – 14:30)

IBM is a technology company focused on hardware, software, and artificial intelligence.

This session is only available to people who have signed up.

Indicia (14:30 – 15:00)

Indicia is a digital agency aiming to provide digital solutions for companies.

Zoom link

<https://tilburguniversity.zoom.us/j/91677378146?pwd=ZGtQOGhLZUtPc0NSOjY0dk5lNzR5QT09>



Marcadus (14:30 – 15:00)

Marcadus is a management consultancy firm, based in Gorinchem. We help our clients with strategy, business process optimisations and implementations. We service clients in different industries, ranging from Maritime, Utility, Logistics and Manufacturing. Our process optimisations projects are based on Celonis Process Mining functionality, ML and other data analytical initiatives.

We are passionate about our work and proud of our results. As an employee of Marcadus you immediately receive a large portion of responsibility and the opportunity to develop yourself further personally. Together we continue to build the organization, with a lot of fun of course! Marcadus has opportunities for internship, thesis and junior Data Scientist.

Zoom link

<https://tilburguniversity.zoom.us/j/93847121623?pwd=ck9iU2htaVhDbUVPZ1hrYlJFdllBdz09>

Genius Voice (14:30 – 15:00)

(Talking is easier than typing, this is more true for certain groups of people.) Genius Voice aims to use voice technology to make information accessible to everyone. We are a company that is completely focused on voice technology. This includes speech recognition and natural language processing. If you like to work with algorithms, apply them to the real world, while having impact on the people in it you shouldn't miss this session! The company is founded by three former Tilburg University students and always interested in students that know how to code.

Zoom link

<https://tilburguniversity.zoom.us/j/96594935261?pwd=VDA0QmpGclorM3l3eUgzNHlvZWMvZz09>

Adeptiv (15:10 – 15:40)

Data driven marketing. A term well known in the marketing industry. The use of data for the purpose of smart, personalized and relevant online marketing campaigns can no longer be ignored. From data engineering to analytics. From predictive modelling to machine learning. Adeptiv helps big companies to use customer data in an effective way and increase customer value. During this session two of Adeptiv's data-team employees will tell you a bit more about all the great stuff they do for companies like Jumbo, HEMA, KIA and the Efteling.

Zoom link

<https://tilburguniversity.zoom.us/j/96689235904?pwd=c2VpMDMwalFWay8yZ1BOc250NEZldz09>

Fingerspitz/Handpicked Agencies (15:10 – 15:40)

Fingerspitz is an online marketing agency and one of the six different companies under the Handpicked Agencies umbrella. Fingerspitz helps their customers to market their services/products through different online channels like Google, Facebook, LinkedIn, etc. Fingerspitz's core business is to help businesses grow via the use of online marketing. In the last couple of years, Fingerspitz has grown tremendously and won several awards. In 2019 Fingerspitz was voted as best medium-sized digital marketing agency in the Netherlands, and won several prizes at the Dutch Search Awards. We have also been among the fastest-growing companies in the Netherlands, Europe or even the EMEA for several years, according to Het Financieele Dagblad and Deloitte. Fingerspitz currently has more than 40 marketing experts working across different teams.

During our sessions we would like to share some insights from our personalization case with Bruynzeel Keukens. Bruynzeel is one of the largest kitchen producers in the Netherlands. We tell something about our approach and how data played a crucial role in it. In addition, we would like to tell a bit more about what we do in the field of data & automation but also what opportunities do we offer in terms of internships and traineeships.

Zoom link

<https://tilburguniversity.zoom.us/j/95569564023?pwd=d3c2bHFlaVEvdVZWem9Qb1B6eExsZz09>

BrainCo (15:10 – 15:40)

BrainCo is a company that originated at Harvard University, and develops cognitive training technology using tools from machine learning, design, and neuroscience.

Zoom link

<https://tilburguniversity.zoom.us/j/99433357299?pwd=UTRoNFRFaFcxMHR2aUVpUmhib0RFdz09>

Dockbite (Networking Market only)

Dockbite is a technology consulting firm that applies state-of-the-art algorithms in software solutions for a wide range of well-known clients. Our digital products are adopted in multiple industries, where the main focus lies on creating value out of existing data.



NavInfo (Networking Market only)

NavInfo Europe incorporates the European Advanced Research Lab and Corporate Development activities for NavInfo. NavInfo is a China-based technology company who is leading the way to become the “Digital Brain of Intelligent Driving” with core businesses in HD map, high accuracy positioning and automotive-grade semiconductors for ADAS and autonomous driving.

In NavInfo Europe, we work with an integral approach on topics related to Autonomous Driving, Smart Mobility, Smart Cities, Cybersecurity, and Automated Guided Vehicles (AGV).

Founded in 2002, NavInfo is the market leader in navigation map, dynamic traffic information, navigation software development and state-of-the-art customized telematics solutions to both passenger and commercial vehicles.

Now, NavInfo is ushering in the age of autonomous driving with a comprehensive technology development strategy and laying the foundation to become one of the most trustworthy autonomous driving solution providers in the China market and beyond.