

# Seeing Is Believing

The companies on Universum's Top 100 Employers for Women MBAs list understand that when it comes to building a talented workforce, perception matters.

BRAND IS EVERYTHING TODAY. NOBODY knows that better than Universum, whose mission is to help employers strengthen brand perceptions in order to recruit and retain talented employees.

One way the Philadelphia-based company does that is through proprietary rankings such as the Top 100 Employers for Women MBAs. Produced since 2000, the list helps companies understand what female MBA students want in a future employer. This year's respondents—more than 5,700 first- and second-year MBA students—ranked companies based on a variety of criteria, including corporate culture, diversity, staff development, and on-campus recruitment activities. The students haven't

worked for these companies previously.

"Top employers globally partner with Universum to analyze all types of perceptions of their employment brand over

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the life cycle of a candidate," says Tracy Lynn Drye, senior vice president of employer branding at Universum. "In this particular research we assist with gender perception, so an employer might showcase the positive attributes of its brand

that will match the qualities most preferred by potential female hires."

Merck, the pharmaceutical giant, is one employer that uses the list's findings to enhance programs for its 96,000 employees worldwide. "Merck has done some very strategic work in developing work-life balance programs to ensure we include everyone, especially women," says Marlon Doles, who leads the company's diversity recruiting programs. Such efforts are paying off: Merck leaped from 96th on last year's Top 100 Employers for Women MBAs list to a tie for 74th this year. That kind of brand investment goes a long way for companies who want to hire—and keep—the best employees. —Heidi Ernst

## The Top 100 Employers for Women MBAs

1. Google
2. Johnson & Johnson
3. The Walt Disney Co.
4. Apple Computer
5. McKinsey & Co.
6. The Boston Consulting Group
7. Nike
8. Bain & Co.
9. Procter & Gamble
10. Deloitte
11. Amazon
12. Starbucks
13. L'Oréal
14. The Coca-Cola Co.
15. IDEO
16. LVMH
17. American Express
18. Goldman Sachs
19. Microsoft
19. Nestlé USA
21. Unilever
22. PepsiCo
22. Target
24. Kraft Foods
25. General Mills
26. Starwood Hotels & Resorts

27. Gap Inc.
28. JPMorgan Chase & Co.
29. U.S. Department of State
30. Genentech
31. Diageo
32. Southwest Airlines
33. General Electric
34. 3M
35. MillerCoors
36. Sony
37. IBM
38. Accenture
39. Teach for America
40. Time Warner
41. Bank of America
42. Federal Bureau of Investigation
43. Marriott
43. Colgate-Palmolive Co.
45. Ernst & Young
45. Mattel
47. Booz & Co.
47. PricewaterhouseCoopers LLP
49. Limited Brands
50. Intel
50. Amgen
52. Cisco Systems

53. The Blackstone Group
53. Medtronic
55. Hilton Hotels Co.
56. Central Intelligence Agency
56. Pfizer
58. Morgan Stanley
58. Credit Suisse
60. Yahoo
61. Barclays Capital
62. Deutsche Bank
62. Chevron Co.
62. Abbott
65. BMW
65. Booz Allen Hamilton
65. Lilly
68. eBay
68. Mayo Clinic
70. Citi
70. Exxon Mobil Co.
72. Anheuser-Busch InBev
73. U.S. Department of Energy
74. KPMG LLP
74. Merck
74. Novartis Pharmaceuticals Corp.
78. UBS
78. Shell Oil Co.

78. Monitor Group
78. Dell Inc.
82. Hewlett-Packard
82. GlaxoSmithKline
84. Wells Fargo & Co.
85. Siemens
85. Hyatt Hotels and Resorts
85. Mars Inc.
88. Lockheed Martin Corp.
89. Harrah's Entertainment
89. Boeing
89. AT&T
89. S.C. Johnson & Son
93. HSBC
93. A.T. Kearney
93. The Hershey Co.
96. BP
96. Vestas
96. Levi Strauss & Co.
99. National Security Agency (NSA)
99. ConAgra Foods Inc.
99. Campbell Soup Co.

Source: Universum