

ALFRED H KNIGHT

## AHK GRADUATE PROGRAMME

### CASE STUDY: ANDREA FERNANDEZ

**JOB TITLE:** Market Intelligence Analyst

**QUALIFICATION:** BA (Hons) International Marketing and Business & MSc in International Management

Andrea began her AHK journey in January 2021 as part of the Graduate Programme. Her primary role is focused on establishing global intelligence processes, delivering updates to the business through multiple channels, maintaining datasets and being a link between upstream and downstream market activities.



## ANDREA'S AHK JOURNEY

My journey with AHK has been a strange one, I started the Graduate programme in the middle of the pandemic and worked from home the first few months. I learnt a lot through video calls. When we went back to the office I had the opportunity to go and see operations in Rotherham to better understand the Energy Services side of the business.

After 9 months within the Graduate Programme I assumed my new role as a Market Intelligence Analyst and I have been focusing on my new tasks. One of my highlights has been being able to work with people from different countries, such as Indonesia and Bolivia, and provide them with useful insights to help the business grow. Such tasks have helped me understand the different markets and the different commodities value chains.

In my current role I develop and deliver quantitative and qualitative market intelligence as well as competitor insights for the company's major business areas, this assists business owners and commercial teams to identify future trends, developments and growth opportunities in the market.

**"The AHK Graduate Programme is a safe space to grow professionally, make mistakes, and learn from them." - ANDREA FERNANDEZ**

## ADVICE TO GRADUATES

A graduate programme is the perfect way to enter the job market, you are still learning but also have the opportunity of taking on more responsibilities along the way.

My advice to people applying for the AHK Graduate Programme is to be open to different paths other than just the one they have their degree on. AHK challenges you and takes into account every input you may provide. The AHK Graduate Programme is a safe space for you to grow professionally, make mistakes and learn from them.

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