

Ideal Employer Report 2017



efinancialcareers



Table of contents

Introduction	2	What is important to technology professionals?	20	Europe insight: importance	33
Key takeaways from the Ideal Employer insights	3	Ideal Employers: banks	21	Europe insight: strengths and importance	34
The winner	4	UK and North America top 10 banks	22	Ideal Employers: APAC	35
Who's on the global leaderboard?	5	APAC and Singapore top 10 banks	23	Ideal Employers: Hong Kong & Singapore	36
Global top 30 Ideal Employers	6, 7	Global insight: banking importance	24, 25	APAC insight: strengths	37
Global insight: strengths and importance... ..	8, 9, 10, 11	Ideal Employers: professional services	26	APAC insight: importance	38
Which employers appeal to young millennials and why?	12	UK, North America and APAC top 5 professional services employers	27	Ideal Employers: North America	39
Which companies are the most attractive to young millennials and older millennials globally?..	13	Global insight: professional services importance ...	28	North America insight: strengths and importance	40
Top 3 factors of importance for young millennials globally.....	14	2017 Ideal Employers by region:		Appendix:	
Ideal Employers: women in finance	15, 16, 17	Europe top 15.....	29	Global respondent profile	41
Ideal Employers: technology professionals	18	UK and France.....	30	Ideal Employers: sectors	42, 43, 44
Global insight: technology importance	19	Germany	31	About eFinancialCareers	45
		Europe insight: strengths	32		

Introduction

Welcome to the 2017 eFinancialCareers Ideal Employer rankings, tracking the employers that **financial services professionals** most admire, and ultimately want to work for.

This annual study goes beyond the surface and explores the professional, demographic and attitudinal nuances that determine who someone considers their 'Ideal Employer'.

Our research included responses from over **5,983 finance professionals** globally during Q4 2016 and received a total of **17,622 votes for 2,663 different companies** (respondents were asked to name three Ideal Employers).

As a result, we have a wealth of insight from **top 30 global Ideal Employers** to regional, company type and sector statistics, as well as gender comparisons.



Fast facts



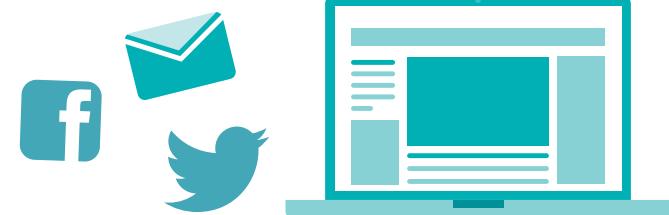
5,983 respondents
17,622 votes

The survey took
10–15 minutes



The survey was run between
October & December '16

It was distributed via email,
pop-up on job sites,
pop-up on Facebook
and Twitter



Key takeaways from the Ideal Employer insights

- Who are perceived to be Ideal Employers in the financial services industry?
- What are the perceived strengths of Ideal Employers per market?
- What is important to finance professionals per market?
- How Ideal Employers perform against what's most important to professionals
- Understand what millennials want

- Understand what women in finance want
- Understand what technology professionals want
- Who are perceived to be Ideal Employers in the Banking and professional services sectors?
- How rankings differ per market

If you're interested in finding out more about industry perception and your brand, contact one of our Account Managers today:
sales@efinancialcareers.com



J.P. Morgan tops the global list of Ideal Employers for finance professionals

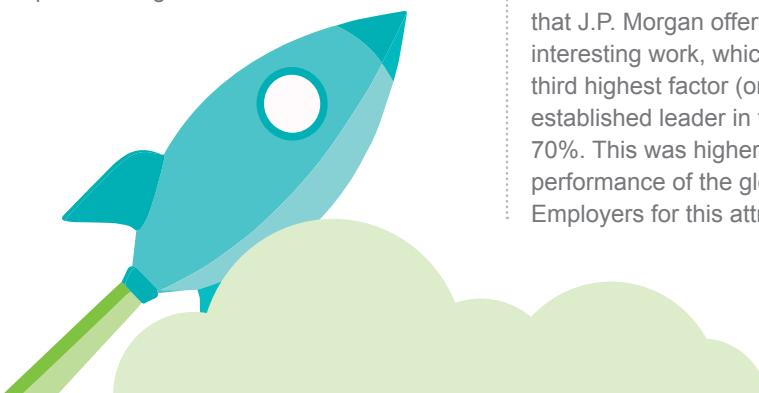
What makes J.P. Morgan the most voted for Ideal Employer?

As part of our survey, we asked respondents to rate whether their Ideal Employer had a strength across 17 attributes, from salary and challenging work, through to office environment and leader in the industry. Let's look at how J.P. Morgan is perceived by finance professionals globally.



Money talks

As we could predict, financial services professionals were most concerned about pay. Of the finance professionals who voted for J.P. Morgan, 86% said a good salary was important to them, as did the same proportion of Goldman Sachs voters. Similarly, 76% of Goldman voters and 75% of those who chose J.P. Morgan expected a big bonus.



The financial strength of a company was seen as an important factor for a large proportion of finance professionals. Of those who wanted to work for J.P. Morgan 72% perceived it as a strength of the firm with 76% stating it was important to them.

Challenging role

Aside from finance drivers, voters believed that J.P. Morgan offered challenging and interesting work, which was rated as the third highest factor (on par with having an established leader in the industry) with 70%. This was higher than the average performance of the global top 30 Ideal Employers for this attribute.

Working 24/7

Anyone going into banking expecting reasonable working hours is in for a shock, but J.P. Morgan has the edge over Goldman Sachs here. Of people who chose J.P. Morgan, 24% said that they expected manageable working hours, compared to 14% at Goldman.

Bankers clearly want more of a life outside of work, as 45% of J.P. Morgan voters said it was important to them, compared to 41% at Goldman. Interestingly, Goldman lags behind its banking peers in the top five – 28% of those who voted for Citi expected reasonable working hours, and 21% of those who chose Morgan Stanley said the same. What's more, while Google is known for

making every effort to ensure its employees never have to leave the office, 58% of those who voted for them as an Ideal Employer think that more reasonable working hours are on the cards.

Who's on the global leaderboard?

J.P. Morgan took the number one spot from last year's winner, Goldman Sachs, which dropped to second place. Google held its third-place ranking this year, and remains a desirable employer for many financial services professionals. Morgan Stanley also remained unchanged from last year in fourth position, and Citi jumped two places into fifth, edging BlackRock out of the top five.

Even though Goldman Sachs generates more headlines than J.P. Morgan, the latter dominates the investment banking revenue tables.

Goldman Sachs topped the global M&A rankings with 10% of the wallet in 2016 – down from 12% in 2015 – but J.P. Morgan was first in the overall global investment banking revenues, according to Dealogic figures.

J.P. Morgan was also ranked first across fixed income currencies and commodities (FICC) in 2016, according to the latest figures from research firm Coalition. (Goldman was second.) It was also first in IBD (again, Goldman was second) and tied in second place with Goldman in equities (Morgan Stanley was top).

So why are these companies talent magnets?

For J.P. Morgan, the top three perceived strengths that it offers include: competitive salary, financial performance and a third position tie with challenging/interesting work and established leader in the industry.

The top three attributes vary slightly for Goldman Sachs, with competitive salary, competitive bonus and established leader receiving the highest share of votes.

In contrast, Google was considered to have the best office environment, followed by innovator in the industry and a tie in third position between established leader in the industry, and offering challenging work.

Finally, for Citi and Morgan Stanley their top three perceived strengths are competitive salary, challenging work and work with key industry players.

Clearly, it appears earning potential is a key motivator for financial professionals when considering their Ideal Employers, but it is not the only driver and these top employers are perceived to offer a range of workplace factors that are attractive to finance professionals.

“...despite the fact that Goldman Sachs generates more headlines than J.P. Morgan, the latter dominates the investment banking revenue tables”



Global top 5 Ideal Employers

RANK	COMPANY
1	J.P. Morgan
2	Goldman Sachs
3	Google
4	Morgan Stanley
5	Citi



Global top 30 Ideal Employers



Rank	vs.2016	Company
1	↑ 1	J.P. Morgan
2	↓ -1	Goldman Sachs
3	→ 0	Google
4	→ 0	Morgan Stanley
5	↑ 2	Citi
6	↓ -1	BlackRock
7	↑ 1	HSBC
=8	↑ 2	Bank of America/Merrill Lynch
=8	↓ -2	UBS
10	↓ -1	Credit Suisse

Rank	vs.2016	Company
11	↑ 4	PwC
=12	↑ 6	Deloitte
=12	→ 0	McKinsey & Co.
14	↓ -2	Barclays
15	↑ 4	Facebook
16	→ 0	Apple
17	↓ -6	Deutsche Bank
18	↓ -1	DBS
19	↓ -5	Blackstone Group
20	↑ 3	Standard Chartered Bank

Rank	vs.2016	Company
21	→ 0	KPMG
22	↓ -2	EY
23	↓ -1	BNP Paribas
24	↑ 7	Microsoft
25	↓ -1	The Boston Consulting Group
26	↑ 17	Amazon
27	→ 0	Bain & Co.
28	→ 0	KKR
29	↓ -4	Bloomberg
30	↑ 2	OCBC Bank

...Global top 30 Ideal Employers

What's changed this year compared to last?

Aside from the obvious change to the winning spot, we can see that there have been changes to the top five positions; Google and Morgan Stanley rank in the same position as 2016, third and fourth respectively; however, Citi has moved up the ranks from seventh to fifth this year.

Tech companies making headway

Some noticeable new entrants to the league table this year include Amazon, which has jumped up a staggering seventeen places, now ranking 26th and Microsoft, up seven places to 24th. This shows the increasing appeal of tech firms as attractive employers to work for in 2017.

Companies which are not as popular this year

Two companies which have dropped down the rankings this year include Deutsche Bank and Blackstone Group, positioned 17th and 19th correspondingly. What might be the reason for this fall in position? In the case of Deutsche Bank perhaps the fact it withheld performance bonuses for mid-ranking and senior staff in 2016 contributed to its decrease in popularity.

In broad terms, these (tech) firms are perceived as offering a working environment and company culture that financial services organisations struggle to match



What makes tech firms attractive

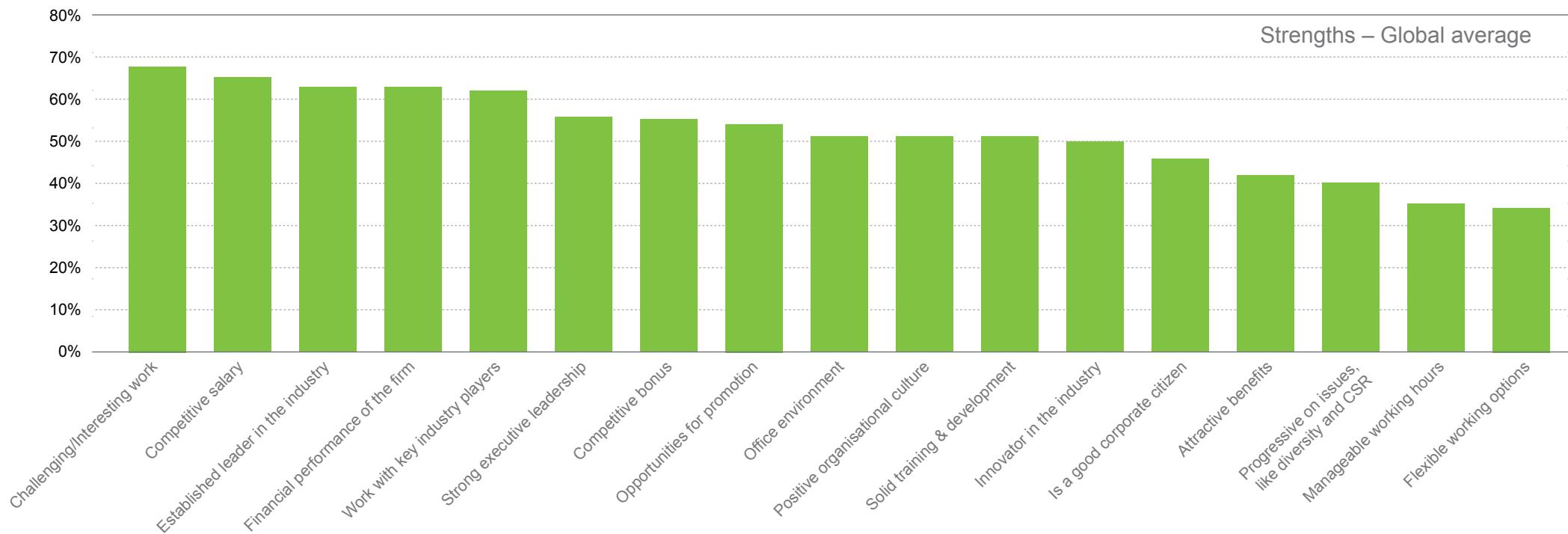
In broad terms, these firms are perceived as offering a working environment and company culture that financial services organisations struggle to match, according to our survey. Of the people who voted for Google and Facebook, 86% and 85% respectively believe their 'office environment' is a key strength – higher percentages than for any other company in our top 20.

J.P. Morgan, the first-ranked firm overall, only clocked 46% in this category. Similarly, the three tech firms take the honours when it comes to having a 'positive culture'. The majority of finance professionals (80%) who voted for Google believed the employer offered a positive culture, considerably better than any non-tech employer. Some of this positive sentiment could be explained by the perpetual buzz surrounding hip workplaces in the tech sector.

efinancialcareers.com (15th May 2017)

Global insight: strengths

We asked finance professionals to rate the strengths of their Ideal Employer



Strengths

- Challenging/interesting work
- Competitive salary
- Established leader in the industry
- Financial performance of the firm

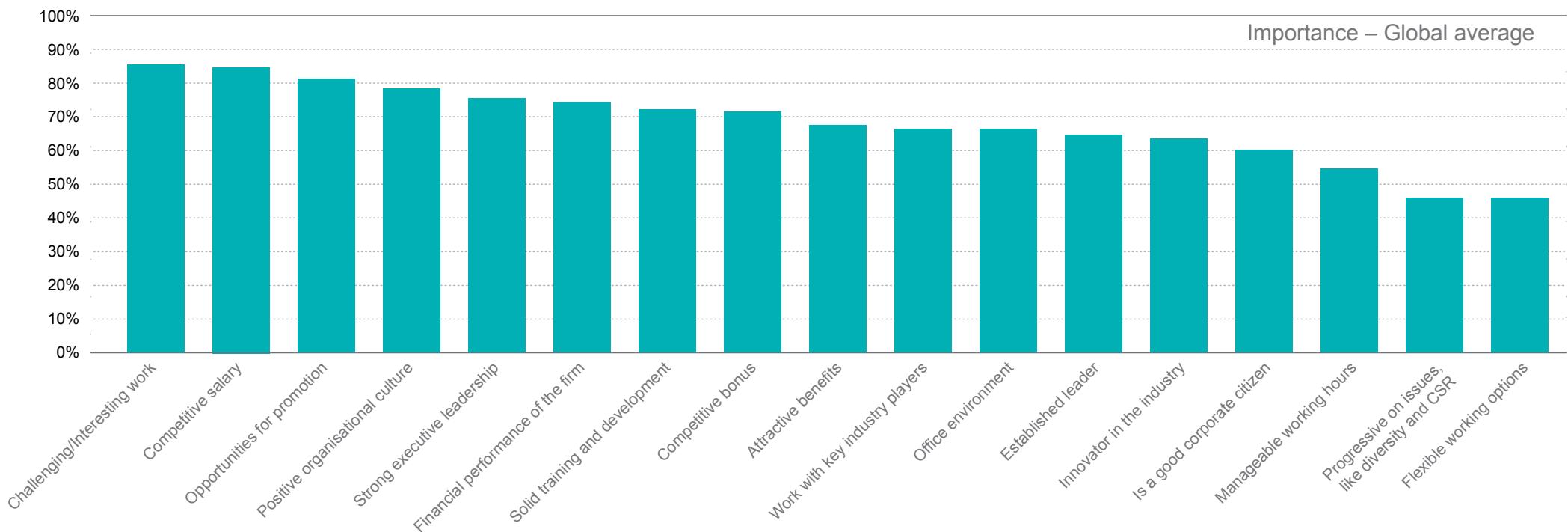


Weaknesses

- Flexible working options
- Manageable working hours
- Progressive on issues, like diversity and CSR
- Attractive benefits

Global insight: importance

What is important to finance professionals when thinking about their next employer?



Very important

- Challenging/interesting work
- Competitive salary
- Opportunities for promotion
- Positive organisational culture



Less important

- Flexible working options
- Progressive on issues, like diversity and CSR
- Manageable working hours
- Is a good corporate citizen

Global insight: importance

We asked finance professionals to rate what was important to them (with one being not important and seven being very important) when choosing their Ideal Employer.

What does the insight tell us?

85% said challenging/interesting work was most important to them, overtaking competitive salary which was the highest-ranking attribute last year.

Within the top seven rated attributes, four related to workplace culture and opportunity, focusing on positive organisational culture, solid training and development, opportunities for promotion and most of all challenging/interesting work. One of the top seven was related to personal gain, one focused on the stability of the company and one on the leadership of the firm.

What attributes rank lower in order of priority for someone seeking their Ideal Employer?

Attributes such as being progressive on issues like diversity or CSR, manageable working hours and flexible working options rank lower. Does this suggest lower interest in these attributes, or more of an acceptance

that top employers related to finance simply don't offer those aspects? It perhaps suggests that professionals are driven by salary but also the attributes needed for success in their career, understanding that success comes from hard work and focus.

What does this mean for employers?

With the growing number of employer review sites and information at their disposal, professionals are becoming even more informed of the pros and cons of working for a company. According to a recent study, finance professionals told us that a strong brand reputation is very important to their career decisions and that 65% would take a pay cut to take a job with an employer which had a strong brand reputation (eFinancialCareers Employer brand survey, July 2016).

With this insight, employers need to consider how they promote and communicate these positive strengths, key initiatives and positive working environments to attract professionals to their firm ahead of their competitors.

“ Finance professionals (65%) told us that they would take a pay cut to take a job with an employer which had a strong brand reputation ”



Global insight: strengths

Which of the top 30 Ideal Employers stand out based on their perceived strengths?

The top five attributes voted for by professionals globally were; challenging/interesting work, competitive salary, established leader in the industry, financial performance of the firm and work with key industry players. The companies listed below were perceived to be the strongest performers across each of these attributes.

League table	Challenging/interesting work	Competitive salary	Established leader in the industry	Financial performance of the firm	Work with key industry players
1	McKinsey & Co. (84%)	Blackstone Group (85%)	McKinsey & Co. (83%)	Facebook (76%)	McKinsey & Co. (81%)
2	The Boston Consulting Group (79%)	Goldman Sachs (82%)	Blackstone Group & KKR (79%)	Google (75%)	Microsoft (72%)
3	Google (77%)	McKinsey & Co. (80%)	Apple (78%)	Blackstone Group (74%)	Blackstone Group and Goldman Sachs (71%)
4	Microsoft/Blackstone Group/ Facebook (75%)	KKR/J.P. Morgan (75%)	Google and Facebook (77%)	McKinsey & Co. and Apple (73%)	KKR (70%)
5	Bain & Co. (74%)	Bain & Co. (73%)	Goldman Sachs and BlackRock (75%)	J.P. Morgan (72%)	Google, BlackRock and Boston Consulting Group (69%)



Who are the star performers?

J.P. Morgan and Goldman Sachs are the only banks which have scored well across most of the top five attributes for finance professionals.

Professional services firm, McKinsey & Co. ranks highly across the board making the top five for all attributes.

Tech companies are also performing well across each of the five attributes, apart from competitive salary where they are overtaken by banks and professional services companies.

Which employers appeal to young millennials and why?

Goldman Sachs is the young millennials employer of choice

Goldman Sachs tops our 2017 ranking of the companies young millennials (18-25 year olds) want to work for. Goldman ranked above the likes of Google and PwC, even though the latter were rated more highly for manageable working hours.

For finance-oriented students, a lack of flexibility doesn't seem to be a turn off. What they want is pay: big salaries, big bonuses. It's here that Goldman Sachs, and J.P. Morgan, and Morgan Stanley – the top three banks/investment banks in our ranking, excel.

Students' preoccupation with pay may not come as a surprise to banks themselves. Goldman Sachs surveyed its own summer

interns last year and found that they were steady, thrifty types whose priority was saving a deposit for a house and getting lots of exercise. The portrait painted was of a group of students who worked hard and looked after their health. A flexible job and participation in corporate social responsibility programmes was not the priority.

Similarly, research by the UK Resolution Foundation in February 2017, found that millennials are primarily interested in security. For a generation facing high house prices and with high debts from education, this is hardly surprising.

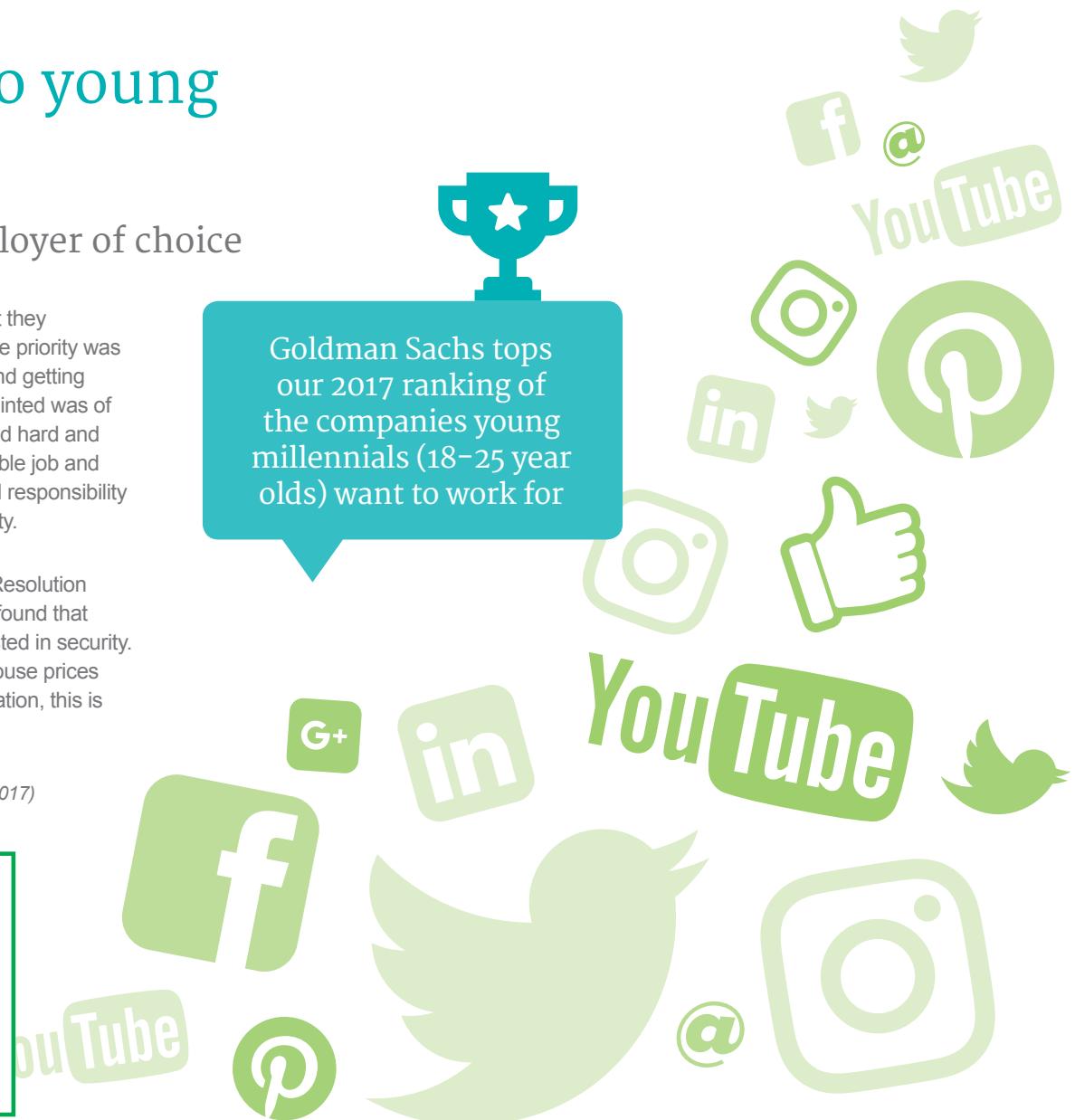
efinancialcareers.com (11th May 2017)

Goldman Sachs tops our 2017 ranking of the companies young millennials (18-25 year olds) want to work for

Talking millennials

As millennials encompass a broad age range of people born in the 80s and 90s, for the purposes of this survey, we have divided this group to get a better indication of attitudes and drivers.

18-25 year olds are referred to as 'young millennials',
26-34 year olds are referred to as 'older millennials'.



Which companies are the most attractive to young millennials and older millennials globally?

By dividing out millennials into two groups, we can see some interesting similarities and differences across the rankings for Ideal Employers.

For the 18-25 group, leading banks, professional services and investment management firms top the list.

For the older, more experienced group we see a similar pattern with small changes to the top three. Tech firm Google ranked higher in third position, and a noticeable change is HSBC making the top five in the 26-34 year old age group, but not appearing in the young millennials top ten ranking. Also, professional services firms don't rank as highly with the older millennials.

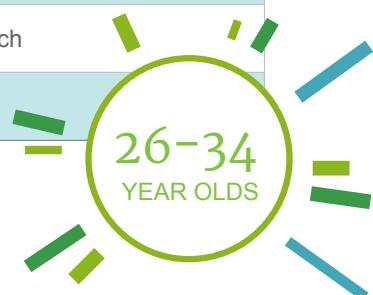
Top 10 Ideal Employers for young millennials
18-25 year olds

Rank	Company
1	Goldman Sachs
2	J.P. Morgan
3	Morgan Stanley
4	Google
5	PwC
6	Deloitte
7	BlackRock
8	McKinsey & Co.
9	Bank of America/Merrill Lynch
10	Citi



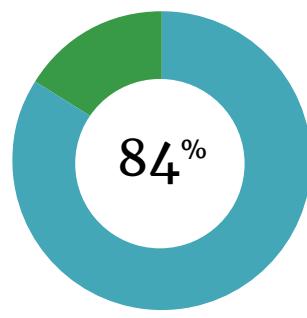
Top 10 Ideal Employers for older millennials
26-34 year olds

Rank	Company
1	J.P. Morgan
2	Goldman Sachs
3	Google
4	Morgan Stanley
5	HSBC
6	UBS
7	Citi
8	BlackRock
9	Bank of America/Merrill Lynch
10	Credit Suisse

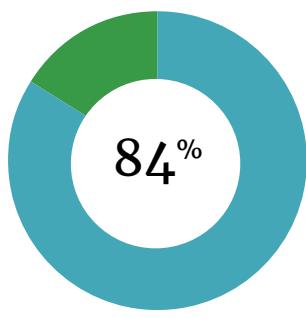


Top 3 factors of importance for young millennials globally

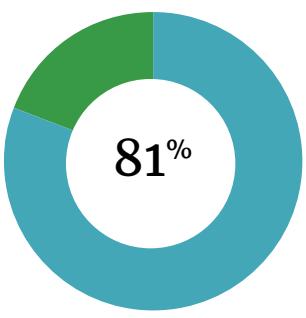
What attributes are attracting 18–25 year olds to the workforce today?



Opportunities for promotion



Challenging/
interesting work



Competitive salary

Location, location, location

Impact of Brexit globally?

Brexit hasn't put everyone off applying for jobs in London.

eFinancialCareers' figures suggest that overseas applications particularly from the US, from junior candidates with one to two years' experience have actually increased by 10% since the referendum.



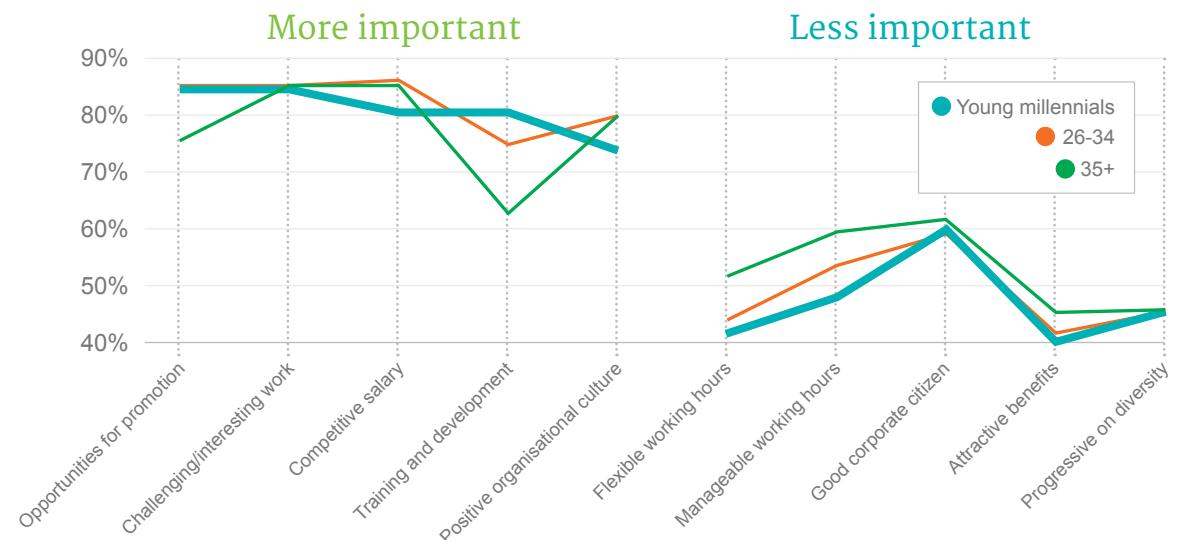
What matters to the younger generation in the workplace today?

Compared to older peers, employers offering training and development is important to 18–25 year olds, with less emphasis on positive organisational culture.

Conversely, flexible and manageable working hours were less of a focus to the young millennials than the other two age groups. These

two attributes are highly important to the 35+ age group.

Does this show that a younger generation is eager for progression and is prepared to work hard to make it? By 35+, professionals have worked hard to progress and other considerations drive the search for more work-life balance.



Ideal Employers: women in finance

What are women looking for from their employers? Which financial services organisations across the globe are proving popular and why? What is the secret to attracting top talent to the industry and how does J.P. Morgan beat its peers and appeal to the highest proportion of women in 2017? [Lots of questions – we'll answer them here.](#)



Global top 10 Employers for women

Rank	vs.2016	Company
1	0 ➔	J.P. Morgan
2	0 ➔	Goldman Sachs
3	0 ➔	Google
4	0 ➔	Morgan Stanley
5	0 ➔	Citi
6	1 ⬆	HSBC
7	7 ⬆	Bank of America / Merrill Lynch
8	0 ➔	UBS
9	4 ⬆	Deloitte
10	2 ⬆	PwC

UK top 3 Employers for women

Rank	vs.2016	Company
1	0 ➔	J.P. Morgan
2	0 ➔	Goldman Sachs
3	3 ⬆	HSBC

North America top 3 Employers for women

Rank	vs.2016	Company
1	1 ⬆	J.P. Morgan
2	-1 ⬇	Goldman Sachs
3	0 ➔	Google

APAC top 3 Employers for women

Rank	vs.2016	Company
1	2 ⬆	J.P. Morgan
2	-1 ⬇	Google
3	1 ⬆	DBS

Our global rankings suggest that female finance professionals are consistent in their response.

J.P. Morgan continues to be the leader for female votes. This was the case last year, and as you can see from the list, there are no movers in the top five spots. The big mover is Bank of America/Merrill Lynch, ranking seven places higher at seventh place versus 2016.

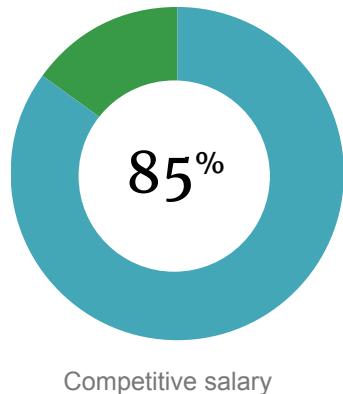
Looking at the regional tables, there is a bit more

movement, less so for the UK where J.P. Morgan and Goldman Sachs retain the top spots, followed by HSBC, a big retail name in the market.

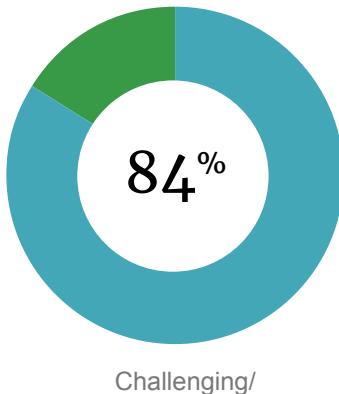
The winner in APAC has changed from a tech firm (Google) last year to J.P. Morgan this year, followed by a leading local bank, DBS. Finally, Goldman Sachs was pushed off the winning place in North America from last year by the global winner J.P. Morgan.

Ideal Employers: women in finance

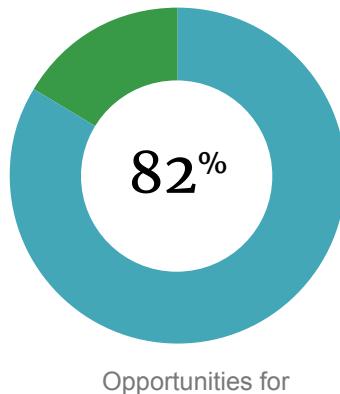
What is most important to women?



Competitive salary



Challenging/
interesting work



Opportunities for
promotion

What's changed in 2017?

Competitive salary is the most important attribute to women in 2017 versus challenging/interesting work which topped the rankings last year.

The financial strength of a company is not as important this year compared to 2016. Instead, career progression coupled with interesting work in a firm which has a positive culture are some of the most important attributes for women in 2017.



Which sectors are most popular amongst women?

Information Technology	26.21%
Asset Management	10.69%
Accounting and Finance	9.15%
Operations	5.84%
Risk Management	5.80%
Compliance and Legal	5.26%
Corporate and Banking	4.73%
Investment Banking	4.01%
Consultancy	2.77%
Capital Markets	2.34%

These sectors reflect where women want to work, based on the volume of applications on eFinancialCareers (June 2016 - May 2017).

Ideal Employers: women in finance

What do women want?

The simple answer is pretty much the same as their male counterparts. The most important element to women voting for J.P. Morgan in the survey was pay – 87% said that a competitive salary was important to them (compared to 86% of men).

The difference, however, is in expectations – 76% of men said they'd anticipate a big salary at J.P. Morgan, compared to 72% of women. Similarly, 61% of women said they'd expect a big bonus working at the bank, compared to 70% of male respondents, despite similar levels of importance.

More women, would like to see flexible working options than men, but not substantially so. Of women who voted for J.P. Morgan, 45% said they'd like a degree of flexibility in their job, whereas 34% of male respondents said that it was a benefit they looked for in an employer.

Recent data gathered by the Financial Times suggests that J.P. Morgan does indeed beat its peers when it comes to attracting female employees. Over 65% of its employees in junior roles were women, there were 45% in mid-ranking roles and 25.8% in senior positions.

eFinancialCareers editorial (25th April 2017)

“The most important element to women voting for J.P. Morgan in the survey was pay”

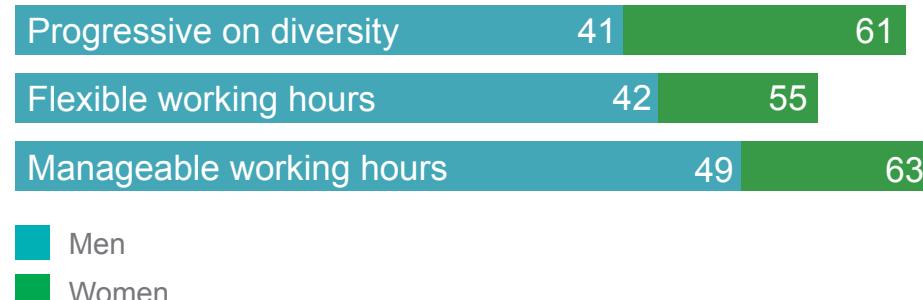
Do these drivers match those voted for by male finance professionals when thinking about their Ideal Employer?

Yes. The most important attributes for women; competitive salary, challenging work, positive culture and opportunities for promotion are also important for men.

In contrast, the least important attributes for men score much higher and are more important for women in the workplace, as shown in the table.



What is least important to men?



Ideal Employers: technology professionals

Technology global top 10 Ideal Employers

Technology Firms Rank	Company
1	Google
2	Goldman Sachs
3	J.P. Morgan
4	Apple
5	Facebook
6	Microsoft
7	Bank of America/Merrill Lynch
8	DBS
9	Citi
10	Standard Chartered Bank

Which companies are technology professionals allured by?

In the global top ten rankings, Google, followed by Goldman Sachs and J.P. Morgan, ranked the highest amongst tech professionals.

However, when tech professionals were asked which financial services-focused tech firms they'd like to work for, banks topped the list. Both Goldman Sachs and J.P. Morgan tied for the top spot in the rankings this year.

J.P. Morgan and Goldman Sachs are arguably the biggest employers of technologists in investment banking. The number of Goldman's employees who now work in technology is 25%, or around 9,000 people, while J.P. Morgan has 10,000 technology professionals working for its investment bank alone globally – and 40,000 across the bank.

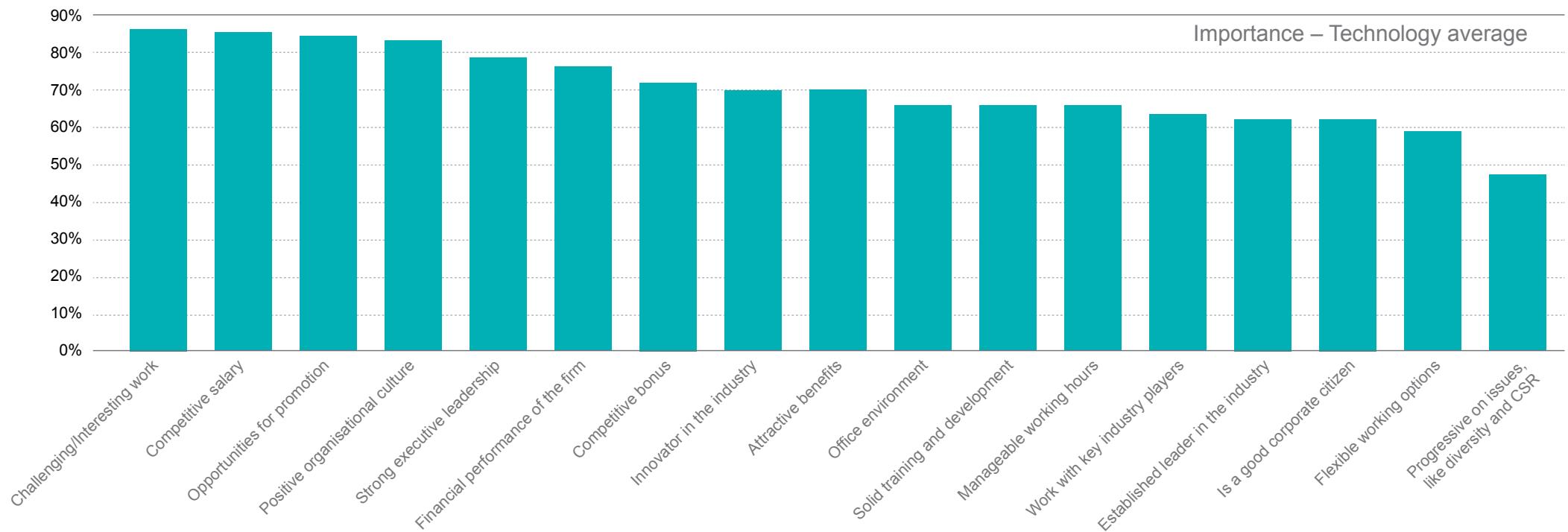
eFinancialCareers (8th May 2017)

Ideal Employer top 10

Technology Firms Rank	Company
1	Goldman Sachs
2	J.P. Morgan
3	Bank of America/Merrill Lynch
4	DBS
5	Citi
6	Standard Chartered Bank
7	Credit Suisse
8	McKinsey & Co.
9	BlackRock
10	Deloitte

Global insight: technology importance

What is important to tech professionals when thinking about their next employer?



Very important

- Challenging/interesting work
- Competitive salary
- Opportunities for promotion
- Positive organisational culture



Less important

- Progressive on issues, like diversity and CSR
- Flexible working options
- Is a good corporate citizen
- Established leader in the industry

Ideal Employers: technology professionals

What is important to tech professionals when thinking about their Ideal Employer?

The big draw for technology professionals to banking is pay. Of people who chose J.P. Morgan, 89% said a good salary was important to them, while 82% of those wanting to join Goldman said the same. Not surprisingly, 70% expected a high salary at J.P. Morgan, while 82% who voted for Goldman Sachs said the same.

Interestingly, **technology professionals also said that they desired a big bonus to work in banking**. Despite their elevated status in investment banks, technology professionals still receive much smaller bonuses than most front office staff. It's here they face stiff competition from big tech firms – Facebook is handing out share bonuses of £280m to its staff by 2018 to offset the amount of tax it has to pay on profits.

Independent (7th March 2017)

Tech pros are also less accepting of burning the midnight oil, while bankers accept working long hours as part of the job. Of those who voted for J.P. Morgan,

64% said that manageable working hours were important to them. At Goldman, just 11% of respondents thought they'd have manageable working hours, but 61% of technologists wanting to work for the bank said they wanted them.

What does this mean for employers?

For financial service firms looking to attract tech talent, this is interesting insight indeed. Tech professionals who answered our survey are looking for opportunities within banks but what sets one bank apart from another? There are opportunities here for employers to talk more about their work environment, opportunities for progression and challenging/interesting work to keep them engaged.

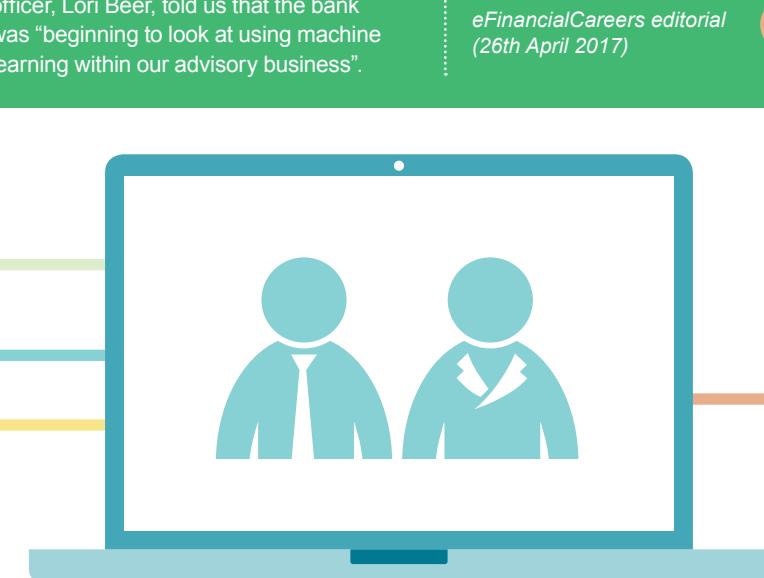
Technology's influence is creeping across banking...

...and is reaching into areas previously sheltered from the march towards digitisation – the investment banking division at J.P. Morgan has recently rolled out a programme called the Emerging Opportunities Engine, which uses machine learning to allow its equity capital markets bankers to find clients most in need of follow-on equity offerings. Its investment bank chief information officer, Lori Beer, told us that the bank was "beginning to look at using machine learning within our advisory business".

Big investment banks promote themselves as "technology companies" at every opportunity and have been revamping to appeal to technology professionals used to cool office space and agile working environments.

J.P. Morgan's office on 5 Manhattan West in New York is a hipster paradise – offering snooker tables, and stations to play the guitar.

*eFinancialCareers editorial
(26th April 2017)*



Ideal Employers: banks

How do banks stack up? When we dig deeper into the regional findings, there are some big differences.

Starting with the global rankings, we can see that there is some mild movement within the top 10 with American banks Merrill Lynch and Citi overtaking UBS. We see some substantial improvement for Rothschild and Societe Generale in the middle of the top 30, moving up five positions each. Conversely, RBS fell four positions and Wells Fargo three. Finally, looking at companies ranking from position 22-29, we can see some new entries this year, including BNY Mellon, UOB, Lazard, State Street and Investec.

Global top 30 banks

Rank	vs.2016	Company
1	↑ 1	J.P. Morgan
2	↓ -1	Goldman Sachs
3	→ 0	Morgan Stanley
4	↑ 1	Citi
5	↑ 1	HSBC
6	↑ 2	Bank of America/Merrill Lynch
6	↓ -2	UBS
8	↓ -1	Credit Suisse
9	↑ 1	Barclays
10	↓ -1	Deutsche Bank

Rank	vs.2016	Company
11	→ 0	DBS
12	↑ 1	Standard Chartered Bank
13	↓ -1	BNP Paribas
14	↑ 1	OCBC Bank
15	↑ 5	Rothschild
15	↑ 5	Societe Generale
17	↓ -3	Wells Fargo
18	↓ -1	Lloyds Banking Group
19	↓ -4	RBS
20	↓ -2	RBC Capital Markets

Rank	vs.2016	Company
21	↓ -2	Macquarie
22	n/a	BNY Mellon
22	n/a	UOB
24	↓ -4	Nomura
25	n/a	Lazard
26	n/a	State Street
27	n/a	Investec
28	n/a	UniCredit
29	n/a	ANZ
29	n/a	Santander

UK and North America top 10 banks

In comparison to the global listings, we see some improvement in the HSBC and Barclays ranking for 2017 in the UK. Deutsche Bank sees a sharp fall of four places to number 10.

For North American finance professionals, little changes in the top, with Deutsche Bank once again falling, compared to improvements by Wells Fargo, UBS and Credit Suisse.

UK top 10 banks

Rank	vs.2016	Company
1	➔ 0	Goldman Sachs
2	➔ 0	J.P. Morgan
3	➔ 0	Morgan Stanley
4	⬆ 1	HSBC
5	⬇ -1	Barclays
6	⬆ 2	Citi
7	⬆ 1	Bank of America/Merrill Lynch
8	⬆ 2	UBS
9	⬆ 1	Credit Suisse
10	⬇ -4	Deutsche Bank



North America top 10 banks

Rank	vs.2016	Company
1	➔ 0	Goldman Sachs
2	➔ 0	J.P. Morgan
3	➔ 0	Morgan Stanley
4	➔ 0	Bank of America/Merrill Lynch
5	➔ 0	Citi
6	⬆ 1	Wells Fargo
7	⬆ 1	UBS
8	⬆ 1	Credit Suisse
8	⬇ -2	Deutsche Bank
10	n/a	RBC



APAC and Singapore top 10 banks

APAC top 10 banks

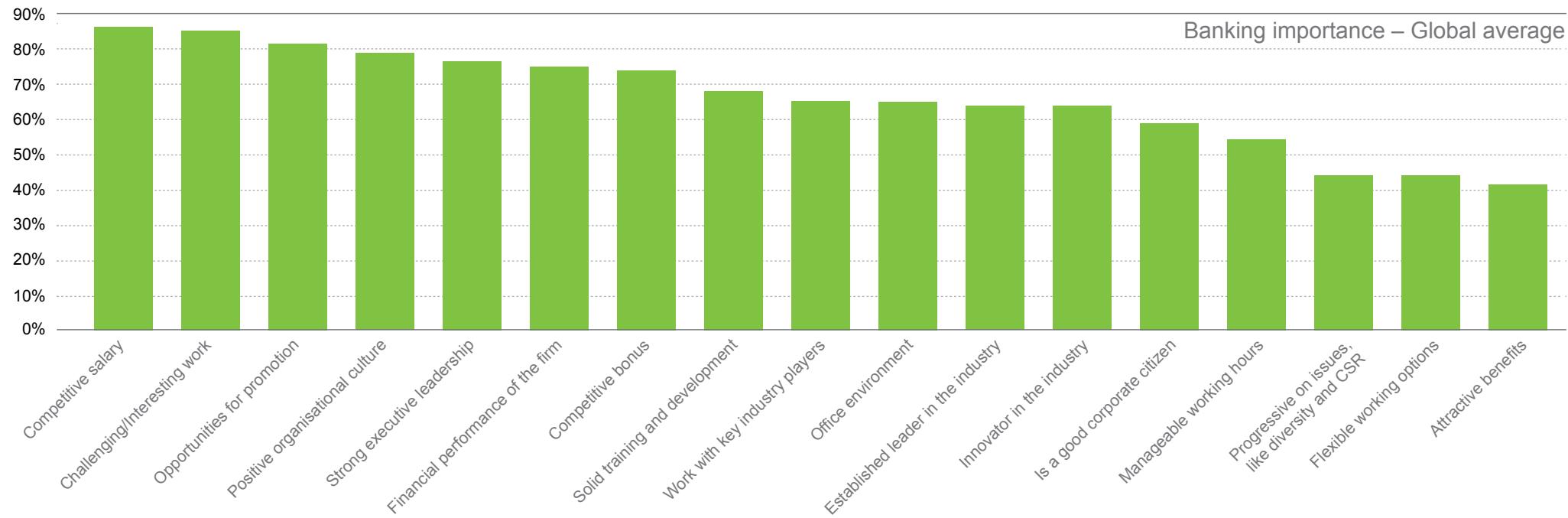
Rank	vs.2016	Company
1	▲	J.P. Morgan
2	▼	-1 Goldman Sachs
3	▲	2 DBS
4	➔	0 UBS
5	▲	2 Citi
6	➔	0 Credit Suisse
7	▼	-4 Morgan Stanley
8	▼	-1 Standard Chartered Bank
9	▼	-1 HSBC
10	n/a	OCBC Bank

Singapore top 10 banks

Rank	Company
1	J.P. Morgan
2	DBS
3	Goldman Sachs
4	Citi
5	UBS
6	Credit Suisse
7	Standard Chartered Bank
8	OCBC Bank
9	Bank of America/Merrill Lynch
10	Morgan Stanley

Global insight: banking importance

What is important to finance professionals working in banking when thinking about their next employer?



Very important

Competitive salary
Challenging/interesting work
Opportunities for promotion
Positive organisational culture



Less important

Attractive benefits
Flexible working options
Progressive on issues, like diversity and CSR
Manageable working hours

Global insight: banking importance

How will Brexit impact the banking sector and future Ideal Employers in the sector?

If you want a senior banking job in Europe right now, you'll probably need to come to London to find it. **Come 2019, that could all change.** After Brexit, it's starting to look like Analysts, Associates and VPs could be in London and MDs could be located in Paris, Frankfurt and Dublin, according to a new document from the European Securities and Markets Authority (ESMA), the Paris-based regulator of Europe's securities markets.

After Brexit, ESMA fears banks will try to minimize disruption to their operations by simply opening "letterbox offices" in EU-regulated jurisdictions whilst keeping the bulk of their activities in London.

ESMA doesn't want this to happen and has already begun stipulating the conditions under which so-called "outsourcing" to London will be impermissible after 2019.

As Richard Gnodde, Chief Executive of Goldman Sachs International, said in a recent podcast, Goldman Sachs doesn't want to segment its trading operations between London and Europe and doing so will increase costs. In a post-Brexit world, therefore, will banks really have two layers of Senior Management in Europe and in London? Or will they opt to run London as an outsourced centre full of junior staff taking orders from Europe. If ESMA has its way, it looks like the latter.

eFinancialCareers editorial (31st May 2017)



Ideal Employers: professional services

How do professional services companies stack up globally?

The following charts show how professional services companies compare to their peers.

Globally, we have a new winner for the professional services ranking list in 2017 – PwC which knocked McKinsey & Co. off the top spot.

Deloitte has also gained a place over McKinsey & Co., pushing the firm down two places. KPMG is the other riser in the Big Four, with EY losing a position to its competitor. There are some new additions to this list including Bloomberg, Moody's, Thomson Reuters and S&P to name a few, each gaining from votes this year versus 2016.

Rank	vs.2016	Company
1	▲ 1	PwC
2	▲ 1	Deloitte
3	▼ -2	McKinsey & Co.
4	▲ 1	KPMG
5	▼ -1	EY
6	➔ 0	The Boston Consulting Group
7	➔ 0	Bain & Co.
8	n/a	Bloomberg
9	▼ -1	Accenture
10	n/a	Moody's

Rank	vs.2016	Company
11	n/a	Thomson Reuters
12	n/a	S&P
13	n/a	Oliver Wyman
14	n/a	ICAP
15	n/a	Capgemini

 Globally, we have a new winner for the professional services ranking list in 2017 – PwC which knocked McKinsey & Co. off the top spot 

UK, North America and APAC top 5 professional services employers

UK top 5 professional services Ideal Employers

Rank	vs.2016	Company
1	↑	1 PwC
2	↓ -1	McKinsey & Co.
3	↑ 1	Deloitte
4	↓ -1	EY
5	→ 0	KPMG



North America top 5 professional services Ideal Employers

Rank	vs.2016	Company
1	→ 0	Deloitte
2	→ 0	McKinsey & Co.
3	↑ 2	PwC
4	↓ -1	Bain & Co.
=5	n/a	Bloomberg
=5	↓ -1	The Boston Consulting Group



APAC top 5 professional services Ideal Employers

Rank	vs.2016	Company
1	n/a	KPMG
2	↑ 1	PwC
3	n/a	Bloomberg
4	↓ -3	McKinsey & Co.
5	→ 0	EY

The UK reflects the global ranking, with PwC ranking top for the market with McKinsey & Co. down one position, and the same goes for EY. North America shows little change in votes for their top ranking professional services organisations with Deloitte and McKinsey & Co. keeping their top positions.

The biggest change occurs in APAC with KPMG ranking first for professional services in the region, despite not ranking last year. PwC moves up a place and McKinsey & Co. is seen to fall again, in line with other markets.

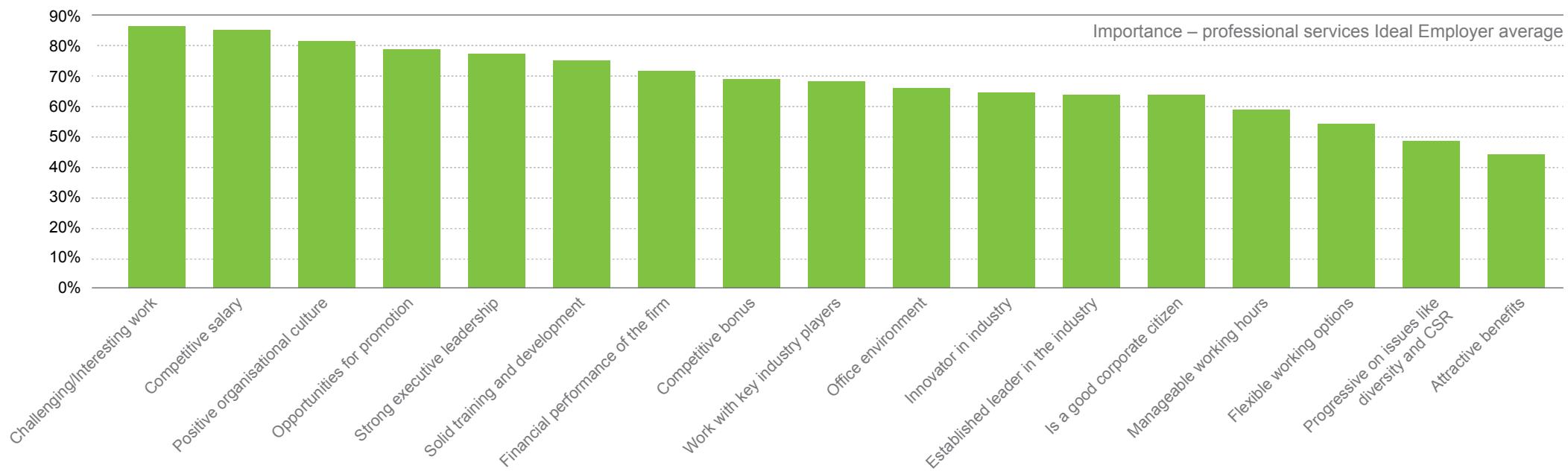


Global insight: professional services importance

What is important to finance professionals working for professional services firms when thinking about their next employer?



The top two most important attributes to professional services respondents mirror those from the global data. Although, attractive benefits (44%) was far less important to them than finance professionals globally (67%).



Very important

- Challenging work
- Competitive salary
- Positive organisational culture
- Opportunities for promotion



Less important

- Attractive benefits
- Progressive on issues, like diversity and CSR
- Flexible working options
- Manageable working hours

Ideal Employers: regionally

We have discussed Ideal Employer preferences globally but now we can share opinions across countries. We have insight showing us which employers appear most attractive in the following countries: Europe, APAC, Singapore, Hong Kong and North America.

Ideal Employers: Europe

Europe top 15 Ideal Employers

Rank	Company
1	Goldman Sachs
2	J.P. Morgan
3	Google
4	Morgan Stanley
5	BlackRock

Rank	Company
6	BNP Paribas
7	UBS
8	HSBC
9	Credit Suisse
10	McKinsey & Co.

Rank	Company
11	Bank of America/Merrill Lynch
12	Deutsche Bank
13	Societe Generale
14	Citi
15	The Boston Consulting Group



Respondents from the following countries in Europe were included in the survey sample:

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Italy, Ireland, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the UK.

Goldman Sachs was ranked first place for Europe, as well as Germany, Hong Kong, the UK and in the US.

The only noticeable difference in the European top 5 versus the Global ranking list is that respondents in Europe voted BlackRock as their fifth Ideal Employer to work for, compared to Citi globally.

Ideal Employers: UK and France

UK top 20 Ideal Employers



Rank	vs.2016	Company
1	➔ 0	Goldman Sachs
2	➔ 0	J.P. Morgan
3	➔ 0	Morgan Stanley
4	➔ 0	Google
5	⬆ 1	HSBC
6	⬇ -1	Barclays
6	⬆ 1	BlackRock
8	⬆ 3	Citi
9	⬆ 3	Bank of America/Merrill Lynch
9	⬆ 5	PwC

Noticeable movements in the rankings this year within the top ten, include:

- Citi climbing three places from 11th in 2016 to eighth
- Bank of America moving up to ninth place from 12th in 2016
- PwC performing the best out of the Big Four, climbing five places to ninth this year, with Deloitte rising three places to 14th position.

Rank	vs.2016	Company
11	⬇ -3	UBS
12	⬇ -2	McKinsey & Co.
13	➔ 0	Credit Suisse
14	⬆ 3	Deloitte
15	⬇ -7	Deutsche Bank
16	⬆ 3	Apple
17	⬇ -1	EY
18	⬇ -1	Lloyds Banking Group
19	⬆ 4	Facebook
20	⬇ -5	Blackstone Group

On the opposite end of the scale, both Deutsche Bank and Blackstone Group have dropped seven and five places respectively this year.

French top 10 Ideal Employers



Rank	Company
1	J.P. Morgan
2	Goldman Sachs
3	BNP Paribas
4	Societe Generale
5	Google
6	BlackRock
7	Morgan Stanley
8	AXA
9	McKinsey & Co.
10	HSBC

French financiers placed two US banks (J.P. Morgan and Goldman Sachs) followed by two French banks (BNP and Societe Generale) on the podium.

However, it is not just the big investment and finance banks that make French financiers dreams: technology companies (Google), asset managers (BlackRock), insurance companies (AXA) and the consulting firms in strategy (McKinsey & Co.) are also featured in the top 10 this year, as shown in the table above.

Ideal Employers: Germany

Secrets of success – how to get hired by Goldman Sachs in Germany.

Frankfurt is set to become a more important financial centre as investment banks formulate plans to move jobs out of London post-Brexit vote. Although, Jörg Kukies, co-CEO of Goldman Sachs' Germany, says Goldman is expanding in Germany regardless.

"We now place more graduates from German universities than from international universities. During recruiting, we are active in a number of universities, including Frankfurt, Mannheim, Munich and Karlsruhe. Our last two new appointments came from the universities Erlangen-Nürnberg and Eichstätt-Ingolstadt," he says.

Of the analysts hired by Goldman Sachs last year, 37% were Science, Technology, Engineering and Mathematics

majors, as Goldman shifted its strategy towards digitalization and automation. But, Goldman is also known for hiring a higher proportion of humanities graduates than other investment banks.

"Within sales and trading, we are looking for employees who understand the automation of communication with our clients," he says. "We are looking for people who can program a good macro to make communication with the client more efficient. As a result, Goldman is more interested in hiring people who have experience in programming, or working in fintech," says Kukies.

eFinancialCareers editorial (7th April 2017)

German top 5 Ideal Employers



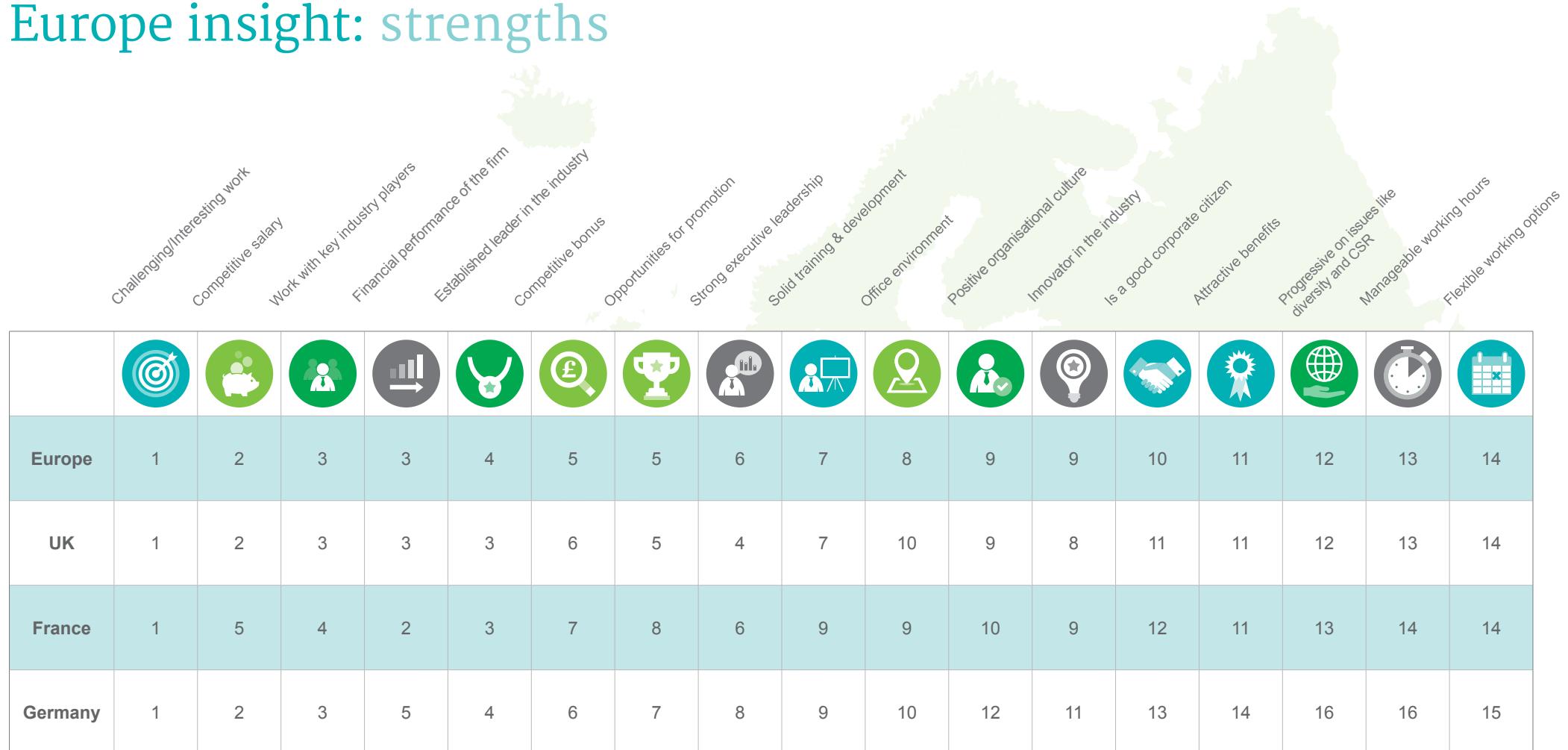
Rank	Company
1	Goldman Sachs
2	J.P. Morgan
3	Deutsche Bank
4	Morgan Stanley
5	BlackRock



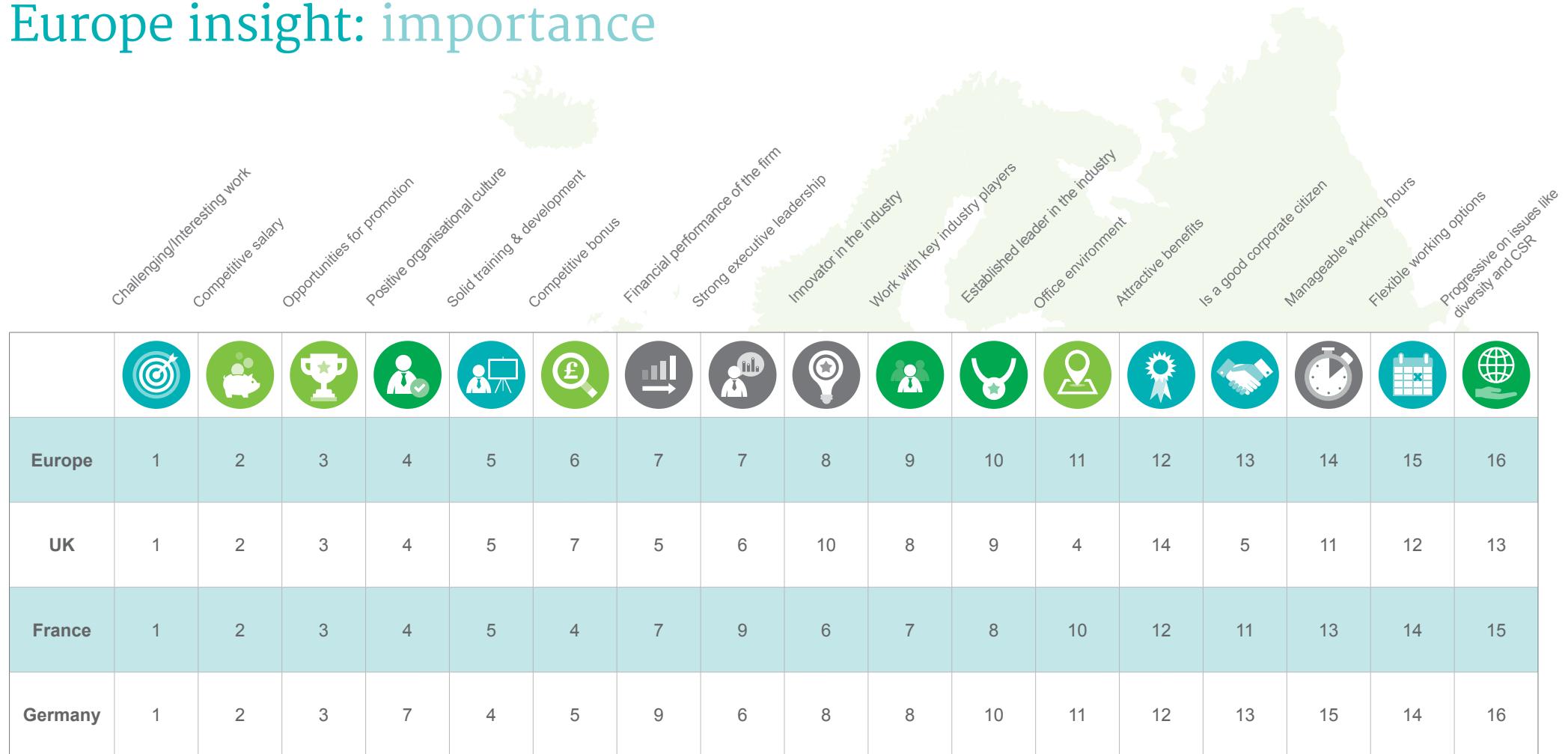
We now place more graduates from German universities than from international universities. During recruiting, we are active in a number of universities, including Frankfurt, Mannheim, Munich and Karlsruhe



Europe insight: strengths



Europe insight: importance



Europe insight: strengths and importance

Job interest and pay

When we asked finance professionals to rate the strengths of their Ideal Employer and what was important to them when choosing their Ideal Employer, challenging/interesting work and competitive salary took the top spot in Europe, the UK and Germany. Competitive salary did not rank as highly in France when finance professionals were asked to rate the strengths of their Ideal Employer.

Bonuses are a hot topic

Finance professionals in the UK are more concerned about their salary than their bonuses compared to France, Germany and wider Europe.

Although, according to Reuters most European investment bankers received smaller bonuses in 2016 as their employers cut costs to meet shareholder demands for a greater share of profits. So, perhaps this has created more interest in the matter within Europe?

The top three most important factors to financial services respondents in Europe, mirror those from the global data



Ideal Employers: APAC

APAC top 20 Ideal Employers

Rank	vs.2016	Company
1	↑	J.P. Morgan
2	↓	-1 Goldman Sachs
3	→	0 Google
4	↑	2 DBS
5	→	0 UBS
6	↑	2 Citi
7	→	0 Credit Suisse

American dominance

J.P. Morgan has displaced Goldman Sachs as the bank of choice for finance professionals in Asia.

It's taken the top spot for Singapore and APAC in the rankings which asked almost 2,000 bankers in the region which companies they would prefer to work for.

Why do Asian finance professionals still want to work for American banks? It's partly about money. Of the people who voted for Goldman as their Ideal Employer, for example, 83% and 72%, respectively, think it offers competitive salaries and bonuses.

Rank	vs.2016	Company
8	↓	-4 Morgan Stanley
9	↑	4 Standard Chartered Bank
10	→	0 Facebook
11	↓	-2 HSBC
12	↑	4 OCBC Bank
13	↓	-1 Bank of America/Merrill Lynch
14	↑	2 Apple

"The US banks are faring much better than their European rivals in Asia, both in terms of market performance and employee compensation," says former Deutsche banker Benjamin Quinlan, now CEO of Hong Kong finance consultancy Quinlan & Associates.

Other notable moves year on year include an increased ranking for UOB up thirteen places, KPMG up eleven, with OCBC Bank and Standard Chartered Bank up four. BlackRock took a notable fall of five places to 15th.

Rank	vs.2016	Company
15	↓	-5 BlackRock
16	↓	-1 GIC
17	↑	13 UOB
18	↓	-2 Deutsche Bank
19	↑	11 KPMG
20	→	0 PwC

 The US banks are faring much better than their European rivals in Asia, both in terms of market performance and employee compensation 

Ideal Employers: Hong Kong and Singapore

Hong Kong top 5 Ideal Employers



Rank	Company
1	Goldman Sachs
2	J.P. Morgan
3	Morgan Stanley
4	HSBC
5	Credit Suisse

Hong Kong Ideal Employer

Hong Kong's position as one of Asia's predominant investment banking centres is evidenced by US investment banks in the three top slots in the Ideal Employer survey. While J.P. Morgan and Goldman Sachs are also in the APAC top three, Morgan Stanley displaces Google to appear in the Hong Kong ranking. Morgan Stanley also came in third place for Asia ex-Japan investment banking fees in the first quarter of 2017, according to Dealogic figures, the best result of any Western bank.

HSBC ranks seven places higher in Hong Kong than it does overall in APAC. The bank has a stronger presence in Hong Kong than in Singapore – it was founded in the city and remains one of Hong Kong's largest financial employers.

Singapore top 15 Ideal Employers



Rank	Company
1	J.P. Morgan
2	Google
3	DBS
4	Goldman Sachs
5	Citi
6	UBS
7	Credit Suisse
8	Standard Chartered Bank
9	Facebook
10	OCBC Bank

Rank

11 Apple

12 Bank of America/Merrill Lynch

13 Morgan Stanley

14 GIC

15 UOB

Singapore Ideal Employer

Google ranks even higher in Singapore (second) than it does in APAC (third). The tech giant opened a new campus-style APAC headquarters in Singapore last November featuring hipster cafes, massage rooms and Lego-playing desks. It now has more than 1,000 staff in the Republic.

Singapore-headquartered companies (DBS, OCBC, UOB, and GIC) are positioned slightly higher in the Singapore table than the APAC one. While some global banks have cut jobs in Singapore since the financial crisis, local firms have steadily improved their reputation as strong brands and stable employers.

eFinancialCareers editorial

APAC insight: strengths

APAC	1	2	2	3	4	5	6	6	7	7	8	9	10	11	12	12	13
Hong Kong	1	2	3	5	4	6	5	9	8	7	9	10	11	12	13	13	14
Singapore	1	2	2	3	4	5	6	5	6	7	7	8	9	10	11	12	12

APAC insight: importance

	Competitive salary	Positive organisational culture	Opportunities for promotion	Strong executive leadership	Challenging/ Interesting work	Financial performance of the firm	Competitive bonus	Solid training & development	Office environment	Attractive benefits	Work with key industry players	Established leader in the industry	Is a good corporate citizen	Manageable working hours	Innovator in the industry	Flexible working options	Progressive on issues like diversity and CSR
APAC	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Hong Kong	1	3	2	5	3	6	4	10	10	9	8	7	12	11	13	14	15
Singapore	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	17	16

Global consensus in APAC

When we asked finance professionals to rate the strengths of their Ideal Employer, the attributes which rank highest globally also rank well in these regions. With competitive bonus ranking higher in APAC, Singapore and Hong Kong compared to the global ranking (seventh).



Promotion ranks highly

Competitive salary scored much higher than challenging/ interesting work in APAC, Singapore and Hong Kong compared to the global ranking (first). Positive culture ranked in second position for APAC and Singapore, and third in Hong Kong.



Ideal Employers: North America

North America top 20
Ideal Employers



Rank	vs.2016	Company
1	0 ➔	Goldman Sachs
2	0 ➔	J.P. Morgan
3	0 ➔	Google
4	0 ➔	Morgan Stanley
5	0 ➔	BlackRock
6	0 ➔	Bank of America/Merrill Lynch
7	1 ➔	Blackstone Group
8	-1 ⬇	Citi
9	7 ⬆	Deloitte
10	7 ⬆	McKinsey & Co.

Rank	vs.2016	Company
11	19 ⬆	Amazon
12	0 ➔	Wells Fargo
13	-1 ⬇	Apple
14	8 ⬆	Facebook
15	-3 ⬇	UBS
16	13 ⬆	PwC
17	-8 ⬇	Fidelity
18	-3 ⬇	Credit Suisse
19	-8 ⬇	Deutsche Bank
20	3 ⬆	Bain & Co.

There has been little movement in the top six Ideal Employers. With Deloitte climbing the ranks to make the top ten this year, Amazon has also accelerated its position this year from 30th to 11th



North America insight: strengths

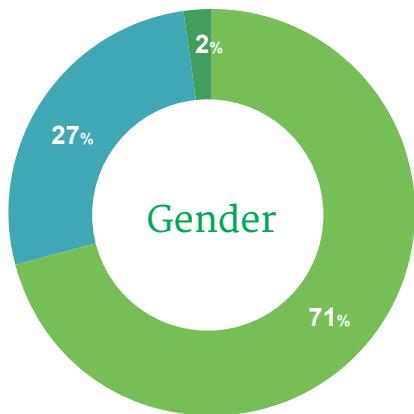


North America insight: importance



When we asked respondents to state what was important to them when they chose their Ideal Employer, it was no surprise that competitive salary tops the list as it does in Hong Kong and Singapore. In terms of strengths, challenging/interesting work tops the list in North America, as it does globally and in Europe.

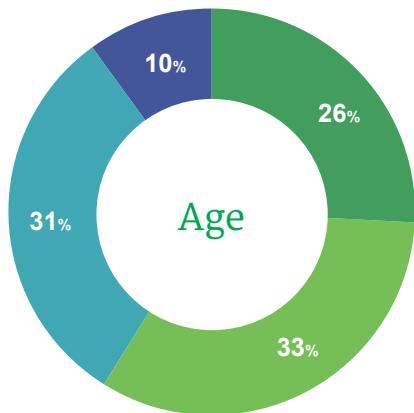
Global respondent profile



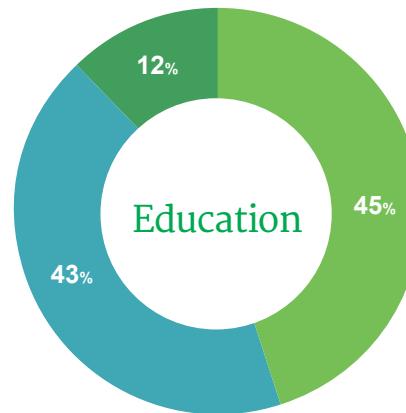
Male
Female
Prefer not to answer



More than 10 years
No financial services work experience
5 to less than 10 years
1 to less than 3 years
Less than 1 year
3 to less than 5 years



26-34
35-50
18-25
50+



Bachelor's Degree
Master's/MBA/Phd
Other (please specify)

Ideal Employers: sectors

The following tables give insights into which companies people want to work for across the following sectors: Asset Management, Hedge Fund, Insurance, Investment Banking, and Private Equity.

Global top 10 Asset Management
Ideal Employers

Rank	vs.2016	Company
1	➔ 0	BlackRock
2	➔ 0	Fidelity
3	⬆ 4	Pimco
4	➔ 0	Wellington Management Company
5	n/a	Schroders
6	n/a	Vanguard
7	n/a	M&G Group
8	➔ 0	Capital Group
9	n/a	Aberdeen Asset Management
10	⬇ -1	Franklin Templeton
10	n/a	Standard Life Investments

Global top 10 Hedge Fund
Ideal Employers

Rank	vs.2016	Company
1	⬆ 1	Citadel
2	⬇ -1	Bridgewater Associates
3	n/a	Berkshire Hathaway
4	➔ 0	Two Sigma Investments
5	⬆ 4	AQR Capital Management
=6	⬇ -1	Man Group
=6	⬆ 2	Renaissance Technologies
=8	⬇ -5	Brevan Howard Asset Management
=8	n/a	Point 72 Asset Management
10	⬇ -1	Bluecrest Capital Management

Global top 5 Insurance
Ideal Employers

Rank	Company
1	Allianz
2	AXA
3	Prudential
4	Swiss Re
5	Aviva

Ideal Employers: sectors

Global top 15 Investment Banking Employers

Rank	Company
1	J.P. Morgan
2	Goldman Sachs
3	Morgan Stanley
4	Google
5	UBS
6	Bank of America/Merrill Lynch
7	Citi
8	HSBC
9	Credit Suisse
10	BlackRock

Rank	Company
11	Facebook
12	Blackstone Group
12	Deutsche Bank
14	BNP Paribas
14	Standard Chartered Bank

Global top 10 Private Equity Employers

Rank	vs.2016	Company
1	➔ 0	Blackstone Group
2	➔ 0	KKR
3	➔ 0	The Carlyle Group
4	n/a	GIC
5	⬇ -1	Apollo Global Management
6	n/a	Temasek
6	n/a	Abu Dhabi Investment Authority
8	n/a	Sequoia Capital
8	n/a	TPG
10	n/a	CVC Capital Partners

Ideal Employers: sectors

UK top 5 Hedge Fund Employers



Rank	vs.2016	Company
1	n/a	BlueCrest Capital Management
2	↑	Citadel
3	↑	Man Group
4	n/a	Winton Capital Management
5	↓	Brevan Howard Asset Management

UK top 5 Asset Management Employers



Rank	vs.2016	Company
1	 0	BlackRock
2	n/a	Schroeders
3	 0	M&G Group
4	 -2	Fidelity
5	n/a	Pimco

UK top 5 Technology Firm Employers



Rank	vs.2016	Company
1	→ 0	Google
2	→ 0	Apple
3	→ 0	Facebook
4	↑ 1	Amazon
5	↓ -1	Microsoft

North America top 5 Asset Management Employers



Rank	vs.2016	Company
1	n/a	BlueCrest Capital Management
2	↑	Citadel
3	↑	Man Group
4	n/a	Winton Capital Management
5	↓	Brevan Howard Asset Management

North America top 5 Hedge Fund Employers



Rank	vs.2016	Company
1	▲ 0	BlackRock
2	n/a	Schroeders
3	▲ 0	M&G Group
4	▼ -2	Fidelity
5	n/a	Pimco

APAC top 5 Technology Firms

Rank	vs.2016	Company
1	➔ 0	Google
2	➔ 0	Facebook
3	➔ 0	Apple
4	➔ 0	Microsoft
5	➔ 0	Amazon
5	➔ 0	IBM

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