

Student stories: Placements

Helen Tanner

Data Cubed

We took part in the Placement scheme last autumn and it was a massive success for our business.

We're a small, fast-growing business with big ambitions for global growth, so we needed some extra pairs of hands to help us to fast-track and prepare for our development.

Our placement students were enthusiastic to get started and settled in quickly. As the placements took place during lockdown, we worked entirely remotely as a team. Whilst not ideal we made it work between us...with one student even working from South Korea!

The outputs delivered have made a huge difference to our business – they were detailed, thorough, well-researched and presented succinctly

and visually. This work has saved days of effort for our super busy team and means we can now fast-track our development based on the excellent partner, competitor and market research undertaken.

Overall, the placement scheme exceeded my expectations and was well worth it. We've benefitted enormously from working with the PLN before to bring university-level talent and fresh ideas into our business, so we jumped at the chance to offer a placement.

I would recommend students consider completing a placement. It will give you industry experience of working with businesses of varying size, sectors, and visions...and will look great on your CV!



“The outputs delivered have made a huge difference to our business.”