Kellogg Executive Education

Generative AI

Program Participant Profile
FY 24

Registrations by Industry
- Manufacturing: 22%
- Professional, Scientific, Technical: 15%
- Finance, Insurance: 15%
- Information: 12%
- Retail Trade: 11%
- Services: 11%
- Transportation and Warehousing: 5%
- Educational Services: 5%
- Accommodation: 3%
- Arts, Entertainment, Recreation: 2%
- Other Services: 2%

Registrants by Country
- United States: 43%
- Mexico: 4%
- India: 1%
- Other: 46%

Registrations by Management Level
- Top: 38.46%
- Senior: 36.92%
- Middle: 18.46%
- Other: 4.62%

Registrants by Position Function
- Information Technology: 16%
- Marketing: 14%
- Administrative: 11%
- Consulting: 11%
- Operations: 9%
- Business Development: 6%
- Finance: 6%
- Research: 6%
- Product Management: 6%
- General Management: 3%