



Technical Marketing Leadership Development Program

Industry and Infrastructure & Cities Sectors

A dream portfolio of industry leaders

Just imagine the challenge – and potential – of supporting the sales and marketing efforts of a world-class innovation powerhouse whose products and services are considered market leaders in a variety of key categories.

From developing go-to-market strategies and sales/production forecasts, to generating competitive product portfolio offerings for both new and existing products, you'll gain invaluable hands-on experience leading to a rewarding future in this exciting area of our business. The Technical Marketing Leadership Development Program is based out of our Industry Sector and offers both **full-time** and **internship** opportunities.

Technical Marketing Leadership Development Program

This program consists of four, six-month rotational assignments. You'll also receive training in leadership and business skills as you complete each rotation. Work on both functional specific and cross-functional projects alongside key leaders and senior decision-makers. Rotation assignments are based upon business need and developmental preference, but may include:

Product Management: Learn marketing and financial basics while developing product expertise working in one of our product management and marketing groups. Understand key business drivers through conducting customer needs analyses, competitor and portfolio gap analysis, and participating in projects to manage product lifecycle and develop/implement effective go-to-market strategies.

Industry Marketing: Coordinate across multiple businesses and conduct research to identify industry-specific product/system needs and develop appropriate messaging. Identify trends and key areas of opportunities to drive awareness and sales. Coordinate industry trade fairs, channel management programs, and development of target account growth strategies for industries such as Food & Beverage, Chemical/Pharmaceutical, Oil & Gas, and Renewable Energy (Solar, Wind, etc.).

Cross-Training: Gain exposure to complimentary skills, tools, and resources through rotation assignments in marketing communications, inside/outside sales, and/or division program management. Projects may include designing sales tool kits, training programs, and marketing collateral and campaigns to leverage channels to market (sales, distribution, integrators) and customer relationship management.

Career track: Upon successful completion of the program you may become one of the following: Marketing Specialist, Product Specialist, Business Development Specialist, or Application Engineer.

Divisions: Drive Technologies, Industry Automation, Building Technologies

Qualifications:

Minimum GPA: 3.0

Majors: Mechanical Engineering, Electrical Engineering, Industrial/Systems Engineering, Industrial Distribution majors with Business minor, coursework, or experience

Relocation: Must be willing to relocate/travel as needed

Work Authorization: Permanent work authorization in the U.S. is required