



**Nestlé**

**MBA Marketing Summer Associate**  
Nestlé USA Corporate Headquarters – Glendale, CA

**PROGRAM OVERVIEW:**

Headquartered in Glendale, CA, Nestlé USA offers meaningful internships to high-potential first year MBA students. For 12 weeks over the summer, participants are assigned substantive projects and receive developmental feedback to gain a better understanding of the role of marketing at the world's largest food company. At the end, we hope to meet one of the key objectives of the internship program—to develop students into high-caliber candidates for full-time employment with Nestlé USA.

**CANDIDATE PROFILE:**

At Nestlé USA, we look for intern candidates who:

- Are first-year MBA students with an emphasis in marketing or finance.
- Have strong communication, analytical, organizational and interpersonal skills.
- Are self-starters who are results-oriented and exhibit responsibility, creativity and intellectual curiosity.
- Have involvement in extracurricular activities which demonstrate initiative and leadership.

**HIGH-IMPACT PROJECTS:**

As a Nestlé intern, your projects have measurable goals and objectives which are achievable during your tenure. These challenging, highly valued projects are showcased in an end-of-internship presentation.

The following are examples of previous projects:

- Develop the line extension strategy for Nestlé Crunch and present recommendations for the next new product launch.
- Conduct a comprehensive market analysis of four new Nesquik product concepts.
- Develop a strategy and creative for Nestlé Good Start infant formula's in-home sampling program.
- Conduct a competitive analysis of foodservice brands and identify new market segments through operator interviews and observation.

**SUPERVISED, YET SELF-DIRECTED:**

We believe you will gain the most from your internship by working with experienced supervisors who are accountable for your summer experience. With this in mind, supervisors will offer you ongoing guidance and counsel. While objectives and delivery deadlines will be clearly outlined, you will help establish project timelines and milestones.

**PERFORMANCE FEEDBACK:**

Continuous, constructive performance feedback is critical to the success of our internship program. Formal evaluations will be included at the middle and end of your internship; informal, constructive input will be provided frequently.

**MENTOR AND BUDDY PROGRAM:**

To ensure the success of the program and enhance your experience, you will be assigned a mentor and a buddy with whom you will keep in close contact throughout the summer. The mentor is typically a senior marketing professional who shares his/her experiences and presents a broad overview of their specific division, as well as provides overall coaching and guidance. The buddy is typically a Marketing Associate who serves as an ongoing resource to familiarize and integrate you into our organization.

**COMPREHENSIVE, INTERACTIVE AND INTEGRATED:**

The summer experience is further enriched through a multitude of social and professional networking opportunities, which include interaction with senior management and other team members across divisions. Examples of past activities include:

- Senior management luncheon hosted by the chairman and CEO.
- "Day on the Job" with one of Nestlé's advertising agencies.
- A tour of one of Nestlé's largest distribution centers.

**Come for the opportunity. Stay for the people.**

With our training opportunities, community outreach and great products, it is easy to see why Nestlé USA has been named one of "America's Most Admired Food Companies" in *Fortune* magazine for over ten consecutive years. The more you learn about our company, the more you will understand why people are attracted to, and valued at Nestlé USA.

Please apply online via: [www.NestleJobs.com](http://www.NestleJobs.com)  
("Campus Job Search").

Be sure to indicate "College/University Recruiting-NBMBA, NSHMBA, or University Name" as a recruiting source for example.