

Are you bursting with energy?  
Are you ready to channel your entrepreneurial mind?  
Are you fearless of challenges and hard work?  
Are you action and fun-oriented?

Then this program is right for you...

Red Bull Global Graduate Program combined with a Masters of Business Engineering degree (MBE). During 18 months you will spend 17 weeks intermittently studying MBE seminars and 60 weeks working on your project at our partner company Red Bull gaining valuable work experience.

Sales | Marketing | Finance

Location: New York City, NY

### **MAJOR ACTIVITIES TO ENSURE ACHIEVEMENT OF KEY RESULTS AND DELIVERABLES**

- 1. Work with Category Analyst to learn quickly and accurately how to assimilate and interpret verbal and numerical information.**
  - a. Generate reports with syndicated and hh panel data sources to support Red Bull's category development strategy.
  - b. Create templates and executive summaries to analyze market trends.
  - c. Identify opportunity gaps in pricing, promotion, shelf space and product distribution.
  - d. Provide support to KA/CDM team ad-hoc data requests, data queries and providing basic technical support and analysis
  - e. Identify and define the implication of differing pricing strategies
  - f. Use Elasticity analysis to understand what happens to volume when price is changed.
  - g. Understand Competitive pricing and impact on RBNA sales & market share
  - h. Assist CA in production of planogram creation for key accounts
  
- 2. Work with CDM to increase the retailer's category sales and profits through an orderly process of applying consumer, market and retailer analysis**
  - a. Gain familiarity with all Category Management/BI Tools and Programs
  - b. Learn the category management process and understand why it enables RBNA to influence customer strategies.
  - c. Develop an understanding of local market business conditions and importance of category management to key customers.
  - d. Learn how to use opportunity gap assessment to determine how best category management can add value to key customers.
  - e. Learn how to perform 360 degree data analysis to identify key insights and support opportunities for category growth.
  - f. Deepen understanding of RB key initiatives and apply learning's to key accounts.
  
- 3. Work with DP sales team to learn, understand and gain practical experience in the principals of merchandising and DSD sales**
  - a. Gain understanding of internal structure of DP and DSD route to market across all channels.
  - b. Complete time in field "Workwiths" to gain practical experience.
  - c. Learn merchandising tactics for the company's products and how initiatives are executed.
  - d. Develop skills for selling & merchandising products in all types of markets and points of purchase.

4. **Work with the distributor partner manager to support development of annual business plans and track progress of Key Performance Indicators (KPIs) through a set group of Distribution Partners (DPs).**
  - a. Understand the RBNA & DP ABP process with regards to organization requirements, distribution, volume, investments, and KPIs
  - b. Ensure DP's fully understand RBNA's Strategy, Merchandising Standards, and Key Account Programs.
  - c. Broaden working knowledge of all Red Bull systems that are used to facilitate mgt of DP's
  - d. Develop knowledge of key account systems and how they relate to DP.
  - e. Understand Communication process and how DPM works effectively with all BU sales team (On-Premise, key accounts, NT) and marketing people to secure full alignment of the BU goals with the DP.
  - f. Establish set communication schedule to discuss upcoming and ongoing Key Account Programs.
  - g. Learn distributor Structure and become accountability expert through working knowledge of their mgt structure , routing procedures and pay for performance systems
  - h. Provide on-going feedback relative to DP performance against objectives and KPIs
  
5. **Support key account manager in selling and executing Red Bull strategy and initiatives with a set group of Key Accounts**
  - a. Deliver volume plan by executing shelf, pricing ,promotion ,distribution & MPOD initiatives
  - b. Understand key account budgeting process via SPT/BI
  - c. Learn how to manage and develop customer relationships through the establishment of a wiring model to engage KA decision makers
  - d. Become familiarized with core skills & techniques from global sales courses, High-Pressure Negotiation & Conceptual Selling
  - e. Learn and apply a framework for key account sales presentations
  - f. Understand how to Construct, execute, track & control CMA agreements and manage associated RBNA investments for all designated chains.
  - g. Analyze thoroughly ROI for all spend types and evaluate promotional effectiveness
  - h. Use all available RBNA data, information, tools and Category Management support to develop and maintain a position of thought leadership within the Energy Drink Category with assigned Key Accounts and Distributor Partners
  - i. How to identify and use most appropriate communication to manage customers and keep all stake holders informed of KA programs.

If selected as a trainee, **WE OFFER:**

1. Project work in our partner company
2. Study in the USA, Germany, Sweden, Japan and South Korea
3. Degree: Master of Business Engineering (MBE)
4. Tuition fee will be paid by SCMT
5. Travel expenses as well accommodation expenses during study modules will be paid by SCMT
6. Stipend for the entire program duration (1750 USD/month)

**QUALIFICATION:**

1. Tertiary qualification (Bachelor, Master or equivalent) related to economics or business
2. Strong project management and planning skills combined with the ability to work in a fast-paced environment
4. Create a sense of energy and personal investment toward objectives

5. Strong communication skills, including presentation and collaboration abilities
6. Must be proficient in Microsoft Excel and in PowerPoint

**APPLICATION REQUIREMENTS:**

Please submit resume to: [career@us.scmt.com](mailto:career@us.scmt.com)