

VOLKSWAGEN

GROUP OF AMERICA

Graduate Program 

2019 Job Descriptions

PROGRAM REQUIREMENTS:

- **BACHELOR’S OR MASTER’S DEGREE, GRADUATING BETWEEN FALL 2018 AND SPRING 2019**
- **MINIMUM GPA OF 3.0**
- **HIGHLY SKILLED AT MICROSOFT OFFICE APPLICATIONS**
- **ABREAST OF CURRENT TRENDS IN AUTOMOTIVE INDUSTRY**
- **POSSESS GENERAL BUSINESS ACUMEN**
- **CULTURAL AWARENESS; SECOND LANGUAGE IS PREFERRED**
- **PROVEN LEADERSHIP EXPERIENCE THROUGH STUDENT ORGANIZATIONS**
- **INVOLVEMENT IN VOLUNTEER ACTIVITIES**
- **OPEN TO TRAVEL AND RELOCATION (WITHIN THE UNITED STATES)**

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JOB TITLE: AUDI CENTRAL REGION & SALES OPERATIONS ANALYST

LOCATION: ROSEMONT, IL & HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

The Central Region & Sales Operations Analyst position provides a unique opportunity for exposure to Audi of America from both a Regional and Corporate perspective. Rotations in the Central Region will include aftersales, sales operations, and customer experience – with a particular emphasis on After Sales and Service during the first rotation. This role will be responsible for gaining a front-line retail focused knowledge base, conducting various analyses and reporting functions while being required to communicate effectively across the organization. The Analyst will then move to corporate headquarters in Herndon, VA to work with the Sales Operations team. Rotations will include field operations, retail merchandising, allocation & ordering, distribution and corporate sales. The Analyst will work alongside members of various functional teams within Operations as well across other departments like Marketing, Communications, Network Development, Audi AG, etc. as projects and initiatives arise. This role will be responsible for gaining a corporate focused knowledge base, conducting various analyses and reporting functions while being required to communicate effectively across the organization. The Analyst will support and contribute to the achievement of Audi of America’s ambition to be the leading premium brand through various projects in multiple disciplines.

Examples of the work assigned to this position:

- Manage sales reports, create sales-based presentations, and analyze various data for ad hoc projects.
- Develop an understanding of Audi-specific business from a field operations perspective by working alongside colleagues in the region, field and dealership.
- Perform SSI analysis and give recommendations, analyze and report on incentive programs, benchmark various programs against competitive premium brands.
- Assist in planning and executing region marketing events, and manage the region vehicle fleet.
- Benchmark various programs against competitive premium brands, and report on findings.
- Prepare analysis related to dealer service department topics (days wait, loaner utilization, etc.); understand dealer service department capacity and suggest improvements.
- Assist in ad hoc vehicle ordering request and reports.
- Support Monroney label creation and preparation.
- Assist factory liaisons with vehicle car line ordering.
- Analyze and monitor aged inventory reports.
- Work with logistics team to ensure port KPIs are met.
- Problem solve ad hoc port and logistic related issues with distribution team.

Rotation Schedule

- June 2019-May 2020: Audi Central Region
- June 2020-June 2021: Audi Sales Operations

Position Requirements

- Highly engaged and organized individual
- Superior analytical skills (high level of Excel required, experience with Tableau a plus)
- Proven leadership experience in extracurricular activities (clubs, sports, campus jobs, volunteer work)
- Ability to juggle multiple projects and prioritize
- Individual who seeks out and collaborates with others; can work with people at all levels of the organization
- Ability to work independently and drive projects, with a high level of self-motivation
- Flexibility, adaptability (willingness to move to different locations and work in different environments)

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business, Liberal Arts, Marketing, or a related field

JOB TITLE: AUDI SOUTHERN REGION & AFTER SALES ANALYST**LOCATION: ALPHARETTA, GA & HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The position will start in the region office in Alpharetta, GA, where the Graduate Analyst will rotate through multiple departments, including Sales Operations, Marketing, Customer Experience, and Distribution. Responsibilities span a wide range from region support tasks to creative, independent, and self-directed projects. For the second half of the rotations, the Analyst will work for the After Sales team at corporate headquarters in Herndon, VA. Focus areas within After Sales will include: Service Operations, Service Loyalty, Digitalization as well as continued exposure to field and dealership personnel. The Analyst will support and contribute to the achievement of Audi of America's ambition to be the leading premium brand through various projects in multiple disciplines.

Examples of the work assigned to this position:

- Support the Region with sales, inventory, and wholesale analysis to identify market trends and opportunities.
- Assist the Distribution Manager with allocations, loaner vehicle program requests, and accessory assignments.
- Support Certified Pre-Owned (CPO) manager with in-dealer consultations, used vehicle market share and pre-owned inventory analysis.
- Prepare presentations for internal and dealer meetings that demonstrate key business objectives for each meeting.
- Travel with and support the field team during dealership visits and business reviews with the dealership General Manager and Sales Manager to obtain better understanding of dealer operations and identify opportunities for improvement.
- Support the region in analyzing various types of data related to the After Sales business, including: parts and accessories sales, customer satisfaction metrics, service department days wait, and loaner vehicle utilization.
- Assist in identifying opportunities for improvement in dealer service departments based on analysis.
- Support/co-develop strategies to support increase customer satisfaction scores based on analysis by region/area.
- Support gathering data on Service Technology implementation at dealerships and the impact on the customer experience and spend. Including, but not limited to: vendor management, AASM exposure, project management, communicating effectively across various groups at AoA.
- Assist in a flawless experience for dealers and customers as it relates to servicing their Battery Electric Vehicle.
- Develop understanding of the different Service Loyalty measures, i.e. Dealer/Brand Market Share, Retention and Effectiveness through the AftersalesIQ.
- Support and create projects related to customer loyalty such Executive Service and Audi Assist. Work with Service Process Coaches and Area After Sales Managers on individual dealership strategies. Brainstorm strategies related to Customer Retention, which leads directly to profitability for dealers and Audi of America.
- Gain firsthand knowledge of Area After Sales Manager (AASM), Service Performance Consultant (SPC) and In-Dealer Trainer (IDT) roles and expectations at the dealership level. Gain perspective of dealership issues and understanding of how to support from a national level.

Rotation Schedule

- June 2019-May 2020: Audi Southern Region
- June 2020-June 2021: Audi After Sales

Position Requirements

- Excellent verbal and written communication skills
- Involved in extracurricular activities (clubs, sports, campus jobs, volunteer work)
- Superior analytical skills (specifically Excel, SQL, Tableau Software), and ability to analyze and translate big data sets
- Outgoing personality; someone who is bold and not afraid to ask questions
- Strong time-management skills with an ability to juggle multiple projects and prioritize
- General understanding of automotive, how it works, and how it's changing

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Business, Accounting, Communications, Automotive Management, or a related field

JOB TITLE: AUDI WESTERN REGION & PRODUCT ANALYST

LOCATION: WOODCLIFF LAKE, CA & HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

The Western Region & Product Analyst position provides a unique opportunity for exposure to Audi of America from both a Regional and Corporate perspective. Rotations in the Western Region will include Sales Operations, Customer Experience, Network Development and After Sales. This role will be responsible for gaining a front-line retail focused knowledge base, conducting various analyses and reporting functions while being required to communicate effectively across the organization. The Analyst will then move to corporate headquarters in Herndon, VA to work with the Product team. In the Product rotation, the Analyst will fulfill a broad-based product planning role covering short-and-long-range strategy and tactical program development within the e-Mobility team. Responsibilities include overall new vehicle planning for segment/customer opportunities, cross carline technology/feature analysis and deployment, government compliance management, special packaging development and offer structure optimization (contents, pricing) for motorsport and electric vehicles. The Analyst will support and contribute to the achievement of Audi of America’s ambition to be the leading premium brand through various projects in multiple disciplines.

Examples of the work assigned to this position:

- Contribute to various regional efforts: manage sales analyses and programs, gain exposure to budgeting and operational process, and create sales-based presentations.
- Develop understanding of dealership operations through structured ride-alongs with Area Sales Managers (ASMs) and Area After Sales Managers (AASMs).
- Gain an understanding of financial reporting and dealership standard requirements; determine opportunities for dealer improvement.
- Benchmark various marketing programs against competitive premium brands.
- Support the planning of and coordinate brand representation at various marketing events.
- Prepare and execute materials for various Dealer Automotive Group (DAG) meetings and events.
- Manage the region vehicle fleet.
- Shape creative work, media analysis and lead generation at the region level.
- Develop a deep understanding of new products and product launch processes at AoA through participation and support of launch preparations for MY21 launch models.
- Assist with the launch and support of Audi’s new electric vehicles. Similar to the launch role, the electric mobility role will utilize the network developed during the previous rotations to gain support for Audi’s growing number of electrified vehicles. Begin the process of becoming a subject matter expert on future mobility, including autonomous, connected, electric, and shared transportation.
- Gain an understanding of the unique elements required for a successful EV launch so that these learnings can be applied to future VWGoA EV launches.
- Manage key events: Model Year briefing, all-employee launch events; manage launch team vehicle fleet usage and transportation.
- Manage EV education, advocacy, and training events. Align with key AoA regional and corporate stakeholders to support EV advocacy events—both internal and external—where the Audi EVs can be promoted.

Rotation Schedule

- June 2019-May 2020: Audi Western Region
- June 2020-June 2021: Audi Product

Position Requirements

- Superior Excel skills, and the ability to create engaging visuals in PowerPoint
- Candidate must possess intellectual curiosity and think progressively about the future of automotive
- Demonstrates strong initiative and intrinsic motivation; high achiever
- Candidate must possess project management experience, and the ability to run events from start to finish
- Superior communication skills; comfortable presenting and defending viewpoints in front of Executives
- Prior automotive experience preferred, automotive and electrification passion required
- Detail-oriented individual with strong organizational skills

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business, Finance, Marketing, Project Management

JOB TITLE: CONNECTED SERVICES (IT&S) ANALYST

LOCATION: AUBURN HILLS, MI

ROLE RESPONSIBILITIES AND TASKS

The goal of the rotations within the Connected Services (IT&S) role is to expose the Analyst to the concepts related to future automotive technologies, and how vehicles will connect with digital applications. The Analyst will research the industry to identify future trends, competitor analysis, and customer needs, and propose solutions to ensure that Volkswagen remains a leader in technology innovation.

Examples of work assigned to this position:

- Assist the team in exploring future Car-Net services to support the customer through his/her ownership and mobility experience. Focus will be on the telematics business and learning the Connected Car and Mobility space, conduct competitive benchmarking, assist with business case development, customer experience evaluation, assisting in creating value to VW customers through product offerings and identifying new ideas to strengthen our brand.
- Be exposed to the software technical development process, to understand the process of how business cases translate into software development and delivery to the market.
- Work alongside the VP of the Digital and Project Office to learn additional business units in the organization, such as Sales, After Sales, Marketing, Parts, etc.
- Understand the project lifecycle and skills to ensure successful delivery, such as the software development process, expectation management, vendor management, people management, financial management, etc. Graduate will be well-equipped to manage future projects and will be exposed to many business units for future career growth potential.
- Gain an understanding of the security threats of large organizations and the tools that VW uses to prevent attacks. As a follow-up to the Connected Services rotation, the Graduate will also see how the organization handles threats specifically related to Connected Car technology, which is a major future theme with the introduction of autonomous vehicle functionality.
- Help to roll-out a new global program called “Protected Customer,” which will require the student to interact with colleagues across the globe in creating new process and standards. Additionally, the Graduate will assist in the roll-out of an existing global initiative called “ITSP2,” which seeks to harden security practices across the globe.
- Participate on cross-functional and globally distributed teams.

Rotation Schedule

- June 2019-February 2020: Connected Services
- March 2019-October 2019: Digital & Project Office
- November 2019-June 2020: IT Security

Position Requirements

- Candidate should have basic understanding of Connected Car services
- Ability to communicate with individuals all different levels of the company and be a liaison between IT and the business
- Seeking candidates who understand agile business development and technological security
- Prefer candidates with previous corporate internship experience
- Knowledge of database structures and accessing them (i.e. SQL)
- Curious candidates who ask questions, suggest process improvements, and articulate solutions in a non-technical manner
- Bilingual in German (preferred)

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business Administration, Computer Science, Management Information Systems, Logistics, Project Management

JOB TITLE: CRM & CUSTOMER CARE ANALYST

LOCATION: AUBURN HILLS, MI

ROLE RESPONSIBILITIES AND TASKS

The CRM & Customer CARE Analyst will rotate between two customer service teams in our Auburn Hills, MI office: CRM, and Customer CARE. Both teams are responsible for providing superior service to our brand customers, and are seeking an Analyst to assist with system implementation, data analysis, and process improvements. During the Customer CARE rotation, the analyst will support the CARE organization through the analysis of the performance metrics, identifying and analyzing trends within the Contact Center and making recommendations to management. This will include supporting the Customer Data Governance Council to build an enterprise customer data catalog and designing business rules for the governance of the customer data across the enterprise. In the CRM team, the Analyst will work closely with the team to implement Salesforce, and build customized reporting for teams across the organization. The successful candidate will have strong critical thinking skills, a passion for customer service, and the ability to bring recommendations to fruition.

Examples of work assigned to this position:

Customer CARE:

- The rotation will be spent understanding customer data and analyzing its impact on the Organization. Once the data is understood, this rotation will focus on three large projects:
 1. Correlating internal metrics to customer/dealer experience and cost.
 2. Project Manage existing data integration into the Data Warehouse and creating new data sources after new technology integration complete.
 3. CARE Reporting Workshops- Facilitate guided discussions on how to use various dashboards understanding the audience and identify additional business needs and recommendations for improvements to reporting.
- This rotation will work with VW Product Support Data Analysis Team to integrate CARE data into the teams within After Sales.
 1. Work with Data Scientists to develop a method for connecting CARE data to warranty, customer survey data and other sources to improve processes and decision-making in the After Sales group.
 2. Improve Goodwill understanding through deep analysis of cost and dealer performance.

CRM:

- Work closely with Audi and Volkswagen to understand and help design reporting and data discovery needs to ensure those are considered in the implementation of the new CRM system, Salesforce.
- Configure and design reporting within Salesforce Omni-Channel to ensure managers understand workforce metrics (handle times, case workload, average speed to answer)
- Configure and design reporting within Salesforce to ensure managers understand case and contact metrics (e.g., cases by region, reason, time, vehicle)

Rotation Schedule

- June 2019-May 2020: Customer CARE
- June 2020-June 2021: CRM

Position Requirements

- Seeking candidates with a true passion for data analysis, with the ability to tell a meaningful story and make data actionable
- Desire candidates with past corporate internships
- Flexible and open-minded, with a curious spirit
- Strong initiative, with a desire to find solutions
- Comfortable interacting with all levels of management
- Inquisitive; can see the big picture and relate details to overall strategy
- Familiarity with one or more: Business Objects, Data Modeling Concepts, Data Warehouse, Power Pivot, Power Query, Visio
- Prefer candidates with knowledge of scripting language

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business, IT, Data Analytics, Statistics, Programming, Data Science, Marketing

JOB TITLE: PARTS & VEHICLE LOGISTICS ANALYST

LOCATION: HERNDON, VA, AUBURN HILLS, MI AND OTHER LOCATION

ROLE RESPONSIBILITIES AND TASKS

Blending both strategic initiatives and operational activities, this exciting role will include an expansive rotational program through virtually all facets of both the Parts Logistics and Vehicle Logistics functions within Volkswagen Group of America, Inc. The program introduces new employees to the VWGoA Parts Logistics organization and operations, with the goal of developing a well-rounded candidate for future leadership positions within Parts Logistics. This program provides a unique opportunity to learn the business from the “bottom up;” gaining a true understanding of key roles and building relationships in each business unit. During each rotation, graduates gain an understanding of why each function exists and how the function supports Parts Logistics and the organization as a whole. The successful candidate will rotate through various functions within the supply chain including Vehicle Logistics, Procurement, Demand Planning, Material Information, Supplier Integration/TQM, Parts Planning & Resources, and Warehouse Operations. The role responsibilities will include rotations through our corporate offices in Herndon, VA and Auburn Hills, MI as well as one of our warehouses strategically located throughout the U.S.

Examples of work assigned to this position:

- Develop strong understanding of Logistics, Supply Chain, and Procurement processes.
- Gain exposure to vendor contracts and port operations (Quality, MDO, Velocity) and understand the physical supply chain including truck, rail, and vessel.
- Experience with project management relative to port/rail/truck bids and network development.
- Involvement in daily LTM (cargo carrier) transportation management.
- Support a variety of inventory planning processes including: strategic planning, inventory planning, process integration, and obsolescence.
- Develop an understanding of the procurement process as it relates to both affiliate and domestic suppliers.
- Support the Material Information Team (MIT) with various processes, including: parts cataloguing, developing product definitions, hazardous material management and new vehicle launch activities.
- Develop an understanding of the Resource Planning function and the function of key roles within that department (Warehouse Data, Facility Planning, Resource and Productivity).
- Learn the basic processes, procedures, and strategies of the parts depots as they relate to inbound/outbound operational flow, network productivity, damages, cycle counts, master data and inventory-warehouse layout.
- Gain an understanding of the Business Planning functions and support both Operational processes (integration testing/systems support) and Dealership facing services (warranty audits, order services, technical support).
- Learn the Supplier Integration and Total Quality Management (TQM) function by supporting packaging/sourcing, purchasing, and quality in the Auburn Hills office and Chattanooga manufacturing plant.
- Hold several roles within a Warehouse environment, including warehouse master data, resource and productivity specialist, facility planner, and facility specialist.
- Spearhead several projects related to process improvement: RDC Inbound outbound flow, work creation, dock plan, move sheets, unloading sheets, inventory-warehouse layout, master data, cycle counts, repack-economies of scale, network productivity, damages.
- PDC master data/inventory, inbound operations, claims, cores, buybacks, outbound operations.
- RDC Outbound – stock transfer orders, daily planning, outbound product flow, daily outbound update.

Rotation Schedule

- June 2019-December 2019: Vehicle Planning
- January 2020-August 2020: Parts Logistics
- September 2020-June 2021: Warehouse Operations

Position Requirements

- Strong interest in supply chain/logistics in an automotive environment
- Superior analytical and Excel skills
- Self-starter, willing to take on challenging projects
- Openness to both corporate and warehouse experiences/careers
- Demonstrated project management skills
- High degree of flexibility – adaptable to changing environment
- Experience with LEAN or standardized work is a plus
- Previous internship experience in Supply Chain, Warehousing, or Operations

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business, Supply Chain Management, Operations, Transportation, Logistics

JOB TITLE: VW CREDIT, INC. DIGITAL & INNOVATION ANALYST**LOCATION: HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The Graduate Analyst will rotate through three departments at VW Credit Inc., the captive finance company of Audi, Volkswagen and Ducati: Digital Product & Design, Mobility & Payment Products and Innovation. We are looking for a curious and energetic graduate who is drive by the prospect of supporting these very forward-thinking teams in their endeavor to create the best customer experiences of the future. To fit in, you need to be dynamic and excited about the digital world, love to explore new concepts and ideas and support us in evaluating new business models. The Graduate Analysts will work with cross-functional teams within the organization but also engage our brand partners Audi, VW, and Ducati as well as with our extended brands such as Porsche.

Examples of work assigned to this position:

- Participate in the Research activities (secondary research, user studies, dealer interviews, etc.), and prepare executive analyses.
- Help define vision, roadmap and strategy of the Innovation Lab. Accompany/manage proof of concepts and pilots. Establish a weekly industry trend newsletter. Create “Road to the Future” quarterly briefings.
- In support of the Data & Analytics team, work with other departments to perform data analysis, evaluate analytical evaluation process, contribute to a tactical analytical project.
- Learn the full payments technology stack and develop a business case for onboarding new companies onto the platform.
- In support of the Mobility team, learn the design thinking product development process and evaluate ideas for business viability.
- Function as an end to end product manager (customer insights to deployment) for defined features; as part of this build on learnings from previous rotation in design thinking and product development process.
- “Live with what you build”: Take ownership of the digital feature for the duration of rotation, with a focus on collecting customer insights, iterating on the technology and continuously launching to customers.
- Develop analytical frameworks and insights tied to experience and functionality the team builds, with the opportunity to share with leadership.
- Create customer insights and customer feedback approach, outcomes, and roadmap for implementation

Rotation Schedule

- June 2019-December 2019: Innovation Lab
- January 2020-July 2020: Mobility & Payment Products
- August 2020-June 2021: Digital Experience & Build

Position Requirements

- Relevant internship experience (ex. Auto-Tech, Finance-Tech, Consulting, Start-Ups)
- Comfortable in situations of ambiguity
- Inquisitive and imaginative personality
- Self-motivated with superior organizational skills
- Thinks outside the box, and questions previous assumptions
- Innovative personality with an eagerness to change the world
- Tech-savvy and design-focused; very comfortable in modern technology (use/understanding)
- Able to adapt quickly with different teams and projects

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business, Computer Science, Data Science, Economics, Behavioral Science, Psychology

JOB TITLE: VW CREDIT, INC. INFORMATION TECHNOLOGY ANALYST

LOCATION: LIBERTYVILLE, IL

ROLE RESPONSIBILITIES AND TASKS

As the financial arm of Audi, Volkswagen and Ducati, VW Credit, Inc. (VCI) focuses on providing financing and insurance products for people who lease or finance cars, and digitally engaging customers post-purchase. Recently, as part of Volkswagen AG’s “Route 2025” strategy large investments are being made globally towards the group becoming the industry leader in Digital customer experiences. Here in the US, VCI has created a dedicated team to enhance all aspects of our customers’ experience. The IT Analyst role – within the Digital Customer Experience team will have an opportunity to fill multiple roles (engineer/developer, business analyst, scrum master, tester) on the team. This team will be defining and creating our customers financial services digital experience.

Examples of work assigned to this position:

- Immersion into the customer experience digitalization product, filling multiple roles (developer, business systems analyst, tester, product owner and scrum master).
- Work with business and technology teams to create a unique and enhanced digital financial services experience.
- Immersion into the Data and Analytics function, filling multiple roles (data management specialist, developer, business systems analyst).
- Advanced analytics that include big data solutions along with predictive models and algorithms, possibly machine learning.

Rotation Schedule

- June 2019-May 2020: IT Application Delivery
- June 2020-June 2021: Enterprise Products

Position Requirements

- Able to translate technical terms to a wider audience including business owners and sponsors
- Must have strong communication skills, and be able to collaborate with many teams
- Self-starter who demonstrates a high level of initiative
- Extremely performance-driven with a strong desire to achieve
- Passion for the automotive industry
- Curious and inquisitive nature
- Tech-savvy who enjoys exploring systems (past experience with Tableau, Java, SQL, Business Objects)
- Desire candidates with coding experience

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Computer Science, Data Science, MIS (Management Information Systems)

JOB TITLE: VW CREDIT, INC. MARKETING & BUSINESS DEVELOPMENT ANALYST

LOCATION: HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

The main purpose of this role is to employ and train a high-caliber Analyst in a variety of roles in VCI Business Operations. Although the position will be primarily focused in the Business and Operations development, the analyst will have opportunities to gain exposure to several other functional areas within the VW Credit, Inc. (VCI) organization. Other than Herndon, Virginia, time may be spent in one of five VCI Region Sales Offices. The desired outcomes are:

- Broad knowledge of and competencies in Business Operations, in order to apply these skills and knowledge in a VCI or VWGoA career.
- Understanding of how strong marketing and sales strategies and performance contribute to business success.
- Sharpened skills in specific areas, such as Sales Planning, Sales Operations, Financial analysis and business case development, Data Management, and other areas.
- Rotations and learning in other VCI and VWGoA departments to develop a full appreciation of the company’s business.

Examples of work assigned to this position:

- Bulletin creation and dissemination, pricing, subvention billing, market competitiveness studies, supervised project management, marketing program requests, program launch and operational readiness.
- Operation of CRM tools (Salesforce Marketing Cloud), assist in analysis of campaign performance evaluation, analysis and insights of voice-of-customer programs, participation in data sharing/analysis projects with the brands.
- Participation in campaign creation (ideation, segmentation, content/messaging), lead projects start-to-finish with agency, brand partners, create marketing content.
- Assist with support of VW Financial Services (VWFS) Protection Services’ ancillary product development, pricing, marketing and sales support.

Rotation Schedule

- June 2019-January 2020: Sales Operations
- February 2020-May 2020: Marketing Operations
- June 2020-October 2020: Brand Marketing
- November 2020-June 2021: Protection Services

Position Requirements

- High level of initiative; a self-starter who will seek projects and deliver results
- Outgoing personality; candidate who is bold and not afraid to ask questions
- Ability to work independently and drive projects, with a high level of self-motivation
- Assertive in character; willing to take immediate action
- Demonstrated experience in driving insights from data sets
- Prefer candidates with familiarity with: Tableau, Financial Services, Statistics, Business Objects
- Superior analytical skills (specifically Excel)

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Marketing, Mathematics, IT, Economics, Finance, Marketing Analytics

JOB TITLE: VW CREDIT, INC. PROCUREMENT ANALYST

LOCATION: HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

As a new function within VW Credit, Inc. (VCI), the Procurement Team will have been in existence for less than a year when the Graduate Analyst joins them. As a result, this will be an opportunity for the Graduate Analyst to take part in the implementation and improvement of processes in all areas of the team. They will help with the implementation of accelerated lead times, identifying and delivering savings, and ensuring an improved experience for the internal customers of Procurement Functions. The Graduate Analyst will bring a critical eye to the team and will deliver improvements that they, and other team members identify. After receiving education in the various roles in the team, they will be expected to support the specialists, taking on significant, relevant tasks that contribute to the achievement of the overall KPI's of the Procurement team.

Examples of work assigned to this position:

- Become immersed in all aspects of the VCI Procurement team, beginning with the Project Management Team. Candidate will learn the various processes managed by the team from Request for Proposal (RFP) to Contract signature. Experience and contribute to the stabilization of the Procurement team.
- Assume responsibility for the implementation of reporting and measures.
- Learn about the responsibilities of the Vendor Risk Management (VRM) Team. Participate in vendor assessments both onsite at vendors and remotely. Take part in the stabilization of a new VRM process, identifying problems and implementing solutions.
- While in the Purchasing team, the Graduate Analyst will be educated in all aspects of the Purchasing role. Using the new VCI Procurement System (VPS) they will be mentored in the application of VW Group purchasing principles, learning skills that are transferable across the whole VW Group.
- When appropriate, manage negotiations with vendors to establish benchmark pricing for products or services to VCI.
- **General Comment:** This is an exceptional opportunity to participate in the transformation of the Procurement function from a disparate group of subject matter experts to a coordinated team delivering value to VCI business owners. The Graduate Analyst would get a chance to see all types of products and services throughout the lifecycle of a supplier relationship. This is a unique and fast-moving time for Procurement, and an opportunity for the Analyst to help build a team from the ground up.

Rotation Schedule

- June 2019-February 2020: Procurement Project Management
- March 2020-July 2020: Vendor Risk Management
- August 2020-June 2021: Purchasing

Position Requirements

- Proven project management skills; ability to create something from nothing
- Enjoys negotiating; proven track record of persuading others to achieve a common goal
- Analytical thinking; perform critical analysis and implement process improvements
- Understands the dynamic of a fast-paced corporate environment
- High level of emotional intelligence and self-motivation
- Questioning mind: able to constructively challenge assumptions, delve into data, and offer insight and recommendations
- Ability to persevere in the face of adversity
- Entrepreneurial spirit
- Prepared to interact with all levels of the organization
- Germany language skills preferred, but not required

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Finance, Supply Chain, Business, Legal

JOB TITLE: VW CREDIT, INC. RISK & TREASURY ANALYST**LOCATION: HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The Risk & Treasury Analyst will have exposure to the departments of Risk and Treasury within VW Credit, Inc. (VCI). During the Risk rotation, the Graduate will experience the areas of consumer and commercial risk. The Consumer Risk rotation will include fair lending, consumer risk reporting and planning, residual value risk assessment, overall reserve adequacy, credit risk modeling and provisioning, and residual value impact modeling. The Commercial Risk rotation will include regional underwriting and portfolio management activities including interactions with the sales operations team. While in the Treasury department, the Graduate will perform analyses on topics such as money markets, capital markets, loans, interest rates, and asset liability management. Experience in this role will include national portfolio monitoring and report generation, as well as special analytical assignments for the executive team.

Examples of work assigned to this position:

- Development/maintenance/governance of consumer risk predictive models used for purposes of describing the borrowers' repayment behavior, forecasting the probabilities of credit losses and recovery based on consumer market dynamics.
- Spearhead reports supporting RV Risk and reporting, including:
 - Accounting and controlling reserve reporting, Weekly/Monthly production reporting
 - Residual value statistical modeling, Residual value risk modeling/forecast modeling
- Learn about portfolio monitoring and underwriting at the national level.
- Assist with short-term funding execution (e.g. commercial paper, bank lines of credit, intercompany loans, interest rate hedges, etc.), bank dealer communications, International Swaps and Derivatives Association (ISDA) contracting and negotiations, bank counterparty limit monitoring, cash flow wire monitoring, and Front Office Treasury reporting.
- Assist with asset backed securitization (ABS) and debt capital markets (DCM) funding program execution, funding source development, data aggregation for securitized and managed asset pools, cost-of-funds (CoF) analysis for capital market transactions, bank meeting coordination, rating agency communications, investor communications, and legal document review and processing.
- Assist with asset liability management (ALM), interest rate risk management, liquidity risk mitigation, liquidity planning, debt balance sheet forecasting, interest expense forecasting, maturity transformation, CoF analysis, budgeting and planning round development, forecast variance analysis, Integrated Treasury Manager (ITM) system administration, and Treasury related ad-hoc support and analysis.

Rotation Schedule

- June 2019-May 2020: Risk Management
- June 2020-June 2021: Treasury

Position Requirements

- Previous internship in finance or banking is a plus
- Strong communication skills, with an ability to present analyses to a broader audience
- Detail-oriented, with an analytical mindset
- Shows initiative and a willingness to learn
- Proven track record of leadership experience
- Particular and methodical; takes extra steps to ensure quality and accuracy in their work
- Skilled in managing multiple tasks/projects at one time in a high pressure environment; shows resilience
- Desired: experience with databases (SQL, Access, SAS, Java, R, Python), superior Excel skills
- Passion for automation/big data analytics to drive improvements in metrics and operations across the business

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Mathematics, Finance, Statistics, Accounting, Business Administration, Economics

JOB TITLE: VOLKSWAGEN CENTRAL REGION & SALES OPERATIONS ANALYST**LOCATION: IRVING, TX & HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The Central Region & Sales Operations role provides a unique opportunity for exposure to Volkswagen from both a Regional and Corporate Sales perspective. During the Central Region rotation, the Analyst will be exposed to the main functions related to dealership and region operations: Sales, Marketing, Distribution, and Network. Key responsibilities and areas of involvement would include: dealer objective setting, sales analysis, inventory distribution, marketing planning, buy/sell and open point network actions, financial statements, and franchising packages. In the Corporate Sales Operations rotation, the Analyst will develop core supply chain knowledge and skills to plan, forecast, order, produce, distribute, promote, and sell vehicles. Key responsibilities and areas of involvement would include: demand planning of volume, trim mix, and option take rate, detailed analysis of market, segment, and competitors, model year change and long-term product planning, order creation and management, regional production distribution, and incentive planning of lease/finance/cash offers and dealer promotions to achieve sales targets.

Examples of the work assigned to this position:

- Learn the sales side of the business by understanding the company's sales goals and the objectives the dealers/region are held accountable to achieve. This position is vital to our success and will help us analyze potential opportunities to increase sales for key markets and dealers.
- Gain a deep understanding of logistics and how we ensure dealers are receiving the right car, at the right place, and right time to maximize sales. A key piece will be analyzing the speed of sales, turn rates, and trims to ensure cars are being assigned to the proper locations.
- Understand how regions propose new dealers, buy/sells, and how we push underperforming dealers. In addition, the candidate will walk away with a level of understanding of the dealer's financial statements and franchising packages. The candidate will play a key role in organizing franchising packages.
- Understand the key elements of tier 1, tier 2, and tier 3 level marketing and the regions key role in ensuring all 3 tiers are working in synergy together. The candidate will get a brief understanding in media buying, GRP, and working with our advertising agency. The candidate will help plan, present and deliver key marketing strategies to dealers.
- Forecast carline demand for future factory production, including volume, trim mix, and option take rate. In the process, the analyst will evaluate product and mix input from the four region teams, industry/segment trends, historical sales, external market data, production restrictions, launch/sell-down dynamics, and competitive analysis. The analyst will support mix evaluations of long-term future Product, represent Sales at market research clinics, and assist with Executive management and Board presentation materials.
- Calculate monthly allocation of retail production volume to the region teams, based on supply and demand evaluation. Create factory production orders based on the mix forecasts developed in the Sales Planning analyst role. Support wholesale target setting and field communications related to distribution topics.
- In Incentive Programs, the Analyst will come full circle within the sales organization, connecting prior supply chain work in planning, forecasting, and distribution to retail incentives and sales promotions. Develop monthly lease, finance, cash, and dealer offers to enable sales target achievement for the carline, working with region teams, Finance, and VW Credit. Evaluate transaction price and payment competitiveness of VW models and support lifecycle incentive evaluations of long-term future products.

Rotation Schedule

- June 2019-May 2020: VW Central Region
- June 2020-June 2021: VW Sales Operations

Position Requirements

- Fast learner who demonstrates great versatility
- Strong analytical skills (Excel)
- Confident communication style (able to interact with individuals at all levels of the organization)
- Flexibility and adaptability to changing circumstances
- Accuracy: must be detail-oriented, and submit work without mistakes
- Motivated problem-solver and naturally inquisitive
- Self-confidence in professional abilities, high levels of emotional intelligence
- Passion for automotive, with a realistic viewpoint of industry and where it's heading

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's Degree in Business, Marketing, Finance, Sales, Management

JOB TITLE: VOLKSWAGEN NORTHEAST REGION & AFTER SALES ANALYST**LOCATION:** WOODCLIFF LAKE, NJ & HERNDON, VA**ROLE RESPONSIBILITIES AND TASKS**

The Analyst in the Northeast Region & After Sales role will have the opportunity to experience both regional and corporate functions of the Volkswagen brand. During the Northeast Region rotation, the Analyst will support the region in a wide range of tasks and projects, to support our dealers and help sell cars to our customers. The graduate will gain knowledge of the automotive business by rotating through different region office departments including New Vehicle Sales, Distribution, Marketing, Network Development, & Fixed Operations. The selected candidate will have the opportunity to attend and participate in appropriate staff and dealer meetings as well as to work and travel with selected Sales and Service Field Representatives to observe and experience actual dealer business contacts. This Graduate Analyst will gain a deep understanding of the primary facets of the business that drive vehicle sales through extensive interactions across the company and with our dealer body. Upon coming to corporate headquarters and joining the After Sales team, the Analyst will rotate through Marketing, Service Business Development and Operations. Key objectives include increasing service loyalty of VW owners, increasing parts purchase loyalty of VW dealers, maximizing the effectiveness of service marketing programs, increased usage of one-to-one intelligent marketing programs, and Parts & Service Manager satisfaction, as well as program management. Through this experience, the individual will be prepared to take on key roles that help drive the accelerated growth plan of the Volkswagen Brand and position themselves to be a future leader within the organization.

Examples of work assigned to this position:

- Learn the roles and functions of new vehicle Allocation, Sales and Distribution Management. The Analyst will learn about these functions by assisting the RVP, DRSO, RDM and RDA with Regional and Area allocation analysis, the management of new vehicle inventory and assignments, and by creating and managing allocations and orders. Rotation will have frequent interaction with SOMs.
- Experience Manufacturer and Dealership new car consumer marketing. The Analyst will be exposed to and involved in dealer website analysis, LMA reporting, budgeting, and event planning/hosting. Support the Regional Marketing Team in collecting, preparing, analyzing and submitting weekly business trends and forecasts along with competitive program research and analysis. Rotation will have frequent interaction with the national marketing department, third party vendors and dealer principals.
- Gain an understanding of how to review and analyze dealership Service and Parts key performance indicators such as Parts and Accessory purchases, Parts, Labor and accessory sales, Customer Satisfaction metrics, Service Market Share and dealer financial performance derived from Fixed Operations. Rotation will have frequent interaction with the FOMs including dealer sales calls.
- Expose and familiarize the candidate with the critically important functions of Network Development/Management. Assist the Regional and Corporate Network team in the analysis of Dealership Sales, Service, Parts and financial performance along with the preparation of reports. The Analyst will be involved in the collection of required documents and performance metrics from dealers and dealership candidates; accuracy and timeliness are key in the completion of dealer change, add or termination packages created for Legal review creating binding agreements. The Analyst will also gain an understanding of the legal issues to consider in various network actions.
- Identify, create and launch several service, parts & accessory marketing campaigns to aid the generation of sales and customer retention. Work with our digital team on campaigns and dealer engagement of digital marketing.
- Focus on VW service core process and how it impacts dealerships performance and how it impacts customer satisfaction/retention and increase of sales. Work with academy and enhance our training with the service core process.
- Assist with the launch of Service Xpress level II which assists with part sales, owner satisfaction and retention. Work with service council to develop better communications from them to the dealer body as a whole.

Rotation Schedule

- June 2019-May 2020: VW Northeast Region
- June 2020-June 2021: VW After Sales

Position Requirements

- Excellent verbal communication skills (must be able to present to Executives and Dealer Principals)
- Good energy and attitude; willing to take on any task
- Superior analytical skills (Excel)
- High confidence in abilities
- Flexible, with an ability to work on projects from multiple departments at once
- Travel and multicultural experiences are a plus
- Past participation in team environments

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Business, Marketing, Finance, Management

JOB TITLE: VOLKSWAGEN SOUTHEAST REGION & MARKETING ANALYST**LOCATION: ALPHARETTA, GA & HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The Southeast Region & Marketing Analyst position provides a unique opportunity for exposure to Volkswagen from both a Regional and Corporate perspective. In the Southeast Region rotation, the Analyst will collaborate with each of the region departments (Sales, Distribution, Network, Marketing, and After Sales) to develop their knowledge of region and dealer operations. This position will be tasked with developing, growing, and sustaining Volkswagen business alongside the Southeast Region Management team. During the Marketing rotation at corporate headquarters, the analyst will play a role in ensuring dealer Tier 3 websites, Tier 3 digital advertising and online selling initiatives drive showroom traffic and lead to vehicle sales. While supporting the Brand marketing team, they will assist in the day to day management of the creative agency, supporting strategy development and execution.

Examples of the work assigned to this position:

- Participate in all aspects of the Sales and Distribution operations in the Southeast Region (SER): forecasting, reporting, vehicle ordering, allocation, pipeline management, and accessories
- Travel alongside multiple Sales Operations Managers (SOMs) for dealership contacts. From there, the individual will be tasked to use their experiences to create additional tools and process to assist the field/dealers.
- Work within the SER Network team to manage and execute approaching network actions (ownership changes, buy/sell, open points, and facility actions). Travel alongside Network team for Dealer Improvement Program meetings and contribute to preparing recommendations for dealership process improvement.
- Individual tasked to oversee the SER Auto Show season working with multiple departments within the organization to plan and execute shows. Utilize event planning skills to manage experiential marketing events.
- Travel alongside SER management team for Local Marketing Association (LMA) meetings throughout the region with increasing responsibilities as time goes on.
- Working with the Fixed Operations analysts to be exposed to all aspects of the Fixed Operations business and develop value adding materials for the field team. In addition, travel alongside multiple Fixed Operations Managers (FOMs) for dealership contacts.
- Assist in the day to day management of the VW Dealer Digital Program (VWDDP). Objective is to provide a baseline understanding of the program and to gain an understanding of what managing a large important program and outside agency is about.
- Graduate Analyst will be given specific projects assignments and will assume complete ownership of those projects during the rotation. These projects will pertain to the VWDDP and will revolve around Dealer Tier 3 websites, Tier 3 digital advertising and tools, and online selling initiatives. The objective is to provide a broad understanding of how Tier 3 Dealer digital activities drive showroom traffic and lead to vehicle sales.
- Assist in the day to day management of the creative agency. Gain an understanding of the creative development process from strategy development, execution and results. Exact projects will be dependent upon the timing of the rotation but can include launch campaign (video), sustaining digital creative, tent pole partnerships, etc.

Rotation Schedule

- June 2019-May 2020: VW Southeast Region
- June 2020-June 2021: VW Marketing

Position Requirements

- Seeking a candidate with strong Project Management skills (soup-to-nuts)
- High level of initiative; a self-starter who will seek projects and work on them independently
- Professional presence, with the ability to work with individuals at all levels of the organization
- Superior Excel and Power Point skills; tech-savvy
- Demonstrated participation in extracurriculars (clubs, sports, volunteer)
- Prefer candidates with automotive experience, or knowledge of the industry

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Marketing, Supply Chain, Management, Business, Communications