

VOLKSWAGEN

GROUP OF AMERICA

Graduate Program 

2020 Job Descriptions

PROGRAM REQUIREMENTS:

- **BACHELOR’S OR MASTER’S DEGREE, GRADUATING BETWEEN FALL 2019 AND SPRING 2020**
- **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, vehicle merchandising, and sales planning. 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:

- Support region with parts and accessories analysis
- Review CSI survey results
- Prepare analysis related to dealer service department topics (days wait, loaner utilization, etc.)
- Understand dealer service department capacity and suggest improvements.
- Support analysis of SSI/CSI survey results
- Support identification of IQS target dealers
- Develop strategies to maximize customer repurchase loyalty
- Manage sales reports
- Create sales based presentations
- 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 marketing event activation.
- Develop a keen understanding of the Audi business in the US and more specifically the unique interplay between the importer, including the role of the regional and field teams, national sales planning, and vehicle merchandising (incentive development and deployment), and the dealer in order to drive sales and profitability in the market
- Develop and support field and regional business development meetings and maintain clear communications between the corporate headquarters and the regional offices
- Support and audit program bulleting creation and distribution
- Improve national incentive communication process
- Create and support development of sales and performance focused presentations utilizing industry data
- Provide competitive insights to leadership to support tactical decisions
- Support Dealer Sales Plan (DSP) development, internal stakeholder communication, regional and dealer distribution

Rotation Schedule

- June 2020-May 2021: Audi Central Region
- June 2021-June 2022: Audi Sales Operations

Position Requirements

- Highly engaged and organized individual
- Superior analytical and theory 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, Analytics, Economics, Organizational Management, or Liberal Arts

JOB TITLE: AUDI EASTERN REGION & CONNECTED SERVICES ANALYST**LOCATION: WOODCLIFF LAKE, NJ & HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

This Graduate Analyst will support of regional field operations team and management of dealer facing regional administrative functions, inclusive of Sales Operations, After Sales, Vehicle Incentives, Network Development, etc. Cross departmental collaboration with region staff and leadership is often required in order to successfully carry out tasks. Graduate Analyst will be involved in all aspects of program optimization, dealer and field KPI reporting, departmental budget management, spearheading of program administration, and implantation of projects to further develop sales tactics. The Analyst will then rotate to Audi Connected Service team located in Herndon, VA. In this role, the Analyst will support the Connected Vehicle & Data team including connected vehicle portfolio management and operations as well as the emerging connected data portfolio. The team works closely with the Audi of America product team, Audi AG teams, and other departments in support of the connected vehicle & data business objectives and the Audi of America Digital Strategy.

Examples of the work assigned to this position:

- Support the Region with sales, inventory, and wholesale analysis to identify market trends and opportunities.
- Support the Distribution Manager with allocations, loaner vehicle program requests, and accessory assignments
- Support the 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
- 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 the retail performance consulting project by assisting in the accumulation and analysis of operational performance and financial data
- Participate in onsite dealer operational assessments by reviewing processes through observation, interviewing dealership employees, and informal discussions with customers
- Assist in the preparation of summary presentations to present to Dealer Principals to review results of both performance analysis and operational assessments
- Support Franchising Team with background checks, Buy / Sell and Open Point Package review, General Manager program implementation
- Business Management data analysis along with Business Fundamentals (Dealer Operating Standards) Annual review and updates
- Support the Connected Vehicles & Data team with
 - Portfolio Analytics, Operational Management of Services, and Future Services Architecture.
 - Connected Customer Insights, Personality Profiles, and Customer Journeys
 - Digital eCommerce, EV Lifestyle services, and Data-driven services planning & deployment
- Support the Digital Retail & Ownership Experience team with
 - Customer facing myAudi app and portal analytics, feature planning, and roadmap development
 - Customer Registration process streamlining & Sales Assist feature planning
 - Reservation and eCommerce platform enhancements planning

Rotation Schedule

- June 2020-May 2021: Audi Eastern Region
- June 2021-June 2022: Audi Connected Services

Position Requirements

- Highly engaged and organized individual
- Superior analytical and theory skills (including Excel and Tableau)
- Proven leadership experience
- 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
- General understanding of automotive industry, how it works, and how it's changing
- Flexibility, adaptability (willingness to move to different locations and work in different environments)
- Proven leadership experience
- Internships or experiences with research element/focus, problem-solving, presentation development, quantitative analysis.
- Experience in digital strategy development and implementation.
- Experience in technology / service oriented organizations.
- Highly proficient in Microsoft Office applications.

Preferred Education Level & Degree, Experience, Other

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

JOB TITLE: AUDI MARKETING ANALYST**LOCATION: HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The Graduate position within the Audi Marketing department will offer comprehensive exposure to all areas of marketing, with concentration in Digital Advertising, Brand Creative Content, Experiential and CRM. This position will offer insight into the automotive shopping customer journey, shopping behaviors, data/insights, creative campaign strategy and development, event/sponsorship execution and relationship marketing spanning new-car sales to ownership. The role will engage with many internal departments and stakeholders outside of marketing including: Sales & Operations, Product and Public Relations.

Examples of the work assigned to this position:

- Lead the model year change over project for the digital marketing team. Work closely with social media agency and digital creative advertising agency to determine assets requiring updating. Act as main point of contact with product and legal teams for reviews, work with media agency to review target audiences for all core models and coordinate with lead creative agency on messaging.
- Work closely with the Certified Pre-owned team on all digital needs around the CPO Sales Event.
- Support 2022 Planning efforts including data/materials collection, agency coordination, meeting planning/logistics, managing internal stakeholder alignment including product launch
- DC United – onsite event activation and pre-planning; season ticket management
- MLS – All-Star onsite event activation and pre-planning; social integration; Player Index weekly storyline management and media integration;
- Aspen Ideas Festival – onsite activation; Audi Fellow itinerary and logistics
- Formula E – onsite activation/hospitality management
- Monterey Car Week – onsite activation/hospitality management
- Regional direct making campaigns to drive new vehicle sales
- Vehicle reservation holder communications
- Accessories content updates on audiusa.com
- Accessories photo shoots
- Audi Care marketing to drive e-commerce sales
- Audi News (bi-monthly owner newsletter) content development

Rotation Schedule

- June 2020 – December 2020: Audi Digital Advertising
- January 2021 – May 2021: Audi Brand Content
- June 2021 – December 2021: Audi Experiential Marketing
- January 2022 – June 2022: CRM

Position Requirements

- Strong analytical skills (Excel)
- Desire candidates with a student mentality; openness to learning
- Must demonstrate flexibility and adaptability
- Self-starter who is comfortable with taking initiative and leading projects
- Demonstrated track record of leadership and involvement in extracurricular activities
- Desire candidates with superior presentation skills
- Ability to interface with employees at all levels of the organization

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Business, Communications, or Liberal Arts

JOB TITLE:	GOVERNMENT RELATIONS/COMMUNICATIONS/AUDI ONE ANALYST
LOCATION:	WASHINGTON, DC & HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

This Public Affairs/Communications role offers a candidate the opportunity to learn about Volkswagen Group Of America’s process for developing internal corporate and public policy positions and assist in the implementation and communication of those positions to key stakeholders. The candidate will rotate from learning the Group’s positions on priority legislative and regulatory matters and how to advocate for the Company’s competitive interests to communicating on broader newsworthy Company initiatives to internal and external audiences. Finally, the candidate will focus on the future, supporting and communicating efforts to promote the electrification of the fleet for Audi and the Group.

Examples of work assigned to this position:

- Contribute to implementation of federal and state GR program; competitive analysis and help to develop VW/Audi position papers in subjects including, but not limited to, trade and tariff threats, vehicle automation, connected vehicle technologies, electrification and EV charging, customer data use and privacy, and workforce apprenticeships.
- Assist in dealer and management newsletter development.
- Support the promotion of company positions and strategies regarding the USMCA, Section 232 tariffs, US sanctions, proposed GHG/CAFE regulations, and automated vehicle legislation. This will involve setting up congressional and agency meetings and developing collateral material. Analyst will join congressional Hill visits once he/she demonstrates command of our positions.
- Represent company in Alliance of Automobile Manufacturers Committees (Federal Affairs; Trade, State Affairs), Here for America Campaign at Global Automakers; Organization of International Investment meetings; draft meeting reports.
- Track and report on federal and state legislative activity on priority issues.
- Attend and report on legislative hearings.
- Assist in creation David Geanakopulos’ (Sr. EVP Public Affairs) presentations, under his direction, regarding current political issues for NAR Board meetings and external interest groups’ meetings.
- Assist in development of newsletter for the Dealer Legislative Action Center and the Public Affairs Update.
- Assist in planning and execution of events at the company that promote Volkswagen Group’s public image and educate VWGoA employees on political affairs that affect the company.
- Coordinate internal data collection for government data requests and for economic impact studies.
- Maintain Dealer Legislative Action Center, with focus on Executive Corner prep; content management; newsletter drafting; video scheduling; newsletter dissemination.
- Assist the Communications team with creating external and internal visibility for newsworthy company initiatives by preparing press materials, including press releases (corporate and product initiatives, executive announcements, CSR, etc.), social media assets and pitches, and preparing Up2Speed stories for internal audiences.
- Contribute to event planning, both for media and internal-facing events.
- Coordinate, organize, and execute EV education, advocacy, and training events. In alignment with key AoA regional and corporate stakeholders, support EV operations and departmental EV initiatives.

Rotation Schedule

- June 2020 – January 2021: Government Relations
- February 2021 – August 2021: Group Communications
- September 2021 – June 2022: Audi ONE

Position Requirements

- Self-starter with high levels of initiative
- Strong analytical skills (Excel)
- Confident communication style (able to interact with individuals at all levels of the organization)
- Interest in Politics
- Legislative understanding
- Regulatory knowledge
- Track record of involvement in extracurricular, particularly in leadership roles
- Flexibility and adaptability to changing circumstances

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business Administration, International Business, Communications, or International Affairs.

JOB TITLE: AUDI OPERATIONS & VW NETWORK DEVELOPMENT ANALYST

LOCATION: HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

Modern (Future) Retail and Network Development are instrumental in designing the overall customer experience. Collectively these departments bring together the three (3) primary ways in which customers interact with our brands and dealers: Physical, Human, and Digital (PHD). Network Development is responsible for supporting and maintaining the performance of Audi and VW dealerships, specifically with regard to retail facilities, locations, and environment as well as the overall franchise relationships. Modern (Future) Retail seeks to transform the retail experience by providing customers what they need, when and how they need it. Together, these departments’ vision is to make our retail stores and processes customer centric.

We are looking for a curious and energetic graduate who is driven by the prospect of supporting these very forward-thinking teams in their endeavor to create the customer experience of the future. The selected candidate will have the opportunity to apply their skills and entrepreneurial spirit to enact meaningful change at VWGoA, exploring new concepts and ideas to support evaluating new business models. The Graduate Analyst will have an opportunity to work across both Audi and Volkswagen brands.

Examples of work assigned to this position:

- Help oversee the execution of Modern (Future) Retail pilot initiatives, including the implementation of future retail concept pilots at dealers.
- Monitor initiative impact and make recommendations for transitioning from current to future business models.
- Coordinate with the Facilities team on Business Case calculations and other necessary analysis to ensure facilities are sized and scaled appropriately for their market.
- Business Management data analysis along with Business Fundamentals (Dealer Operating Standards is Volkswagen only) Annual review and updates (Business Fundamentals is Audi only).
- Support Franchising Team to evaluate market representation actions, including market reviews, new dealership activations, dealer terminations, and dealer relocations.
- Review Dealer performance and identify areas of opportunity for improvement.

Rotation Schedule

- June 2020 – January 2021: Audi Modern Retail
- February 2021 – August 2021: Audi Network Development
- September 2021 – June 2022: VW Network Development

Position Requirements

- Highly engaged and organized individual
- Self-starter with high levels of initiative
- Strong analytical skills (Excel)
- Proven project management skills; ability to create something from nothing (experience with Microsoft Project and / or Confluence a plus)
- Confident communication style (able to interact with individuals at all levels of the organization)
- Entrepreneurial mindset (a plus)
- Track record of involvement in extracurricular activities, particularly in leadership roles
- Flexibility and adaptability to changing circumstances
- Knowledge of dataset structures and accessing them (i.e. Tableau and SQL and / or Python programming language a plus)

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Engineering, Business, Finance, Marketing, Accounting, Communications or related field

JOB TITLE: RETAIL PROGRAMS & FINANCE ANALYST

LOCATION: HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

This position will receive a good view of the financial aspects of the automobile industry in the U.S. In the first rotation the candidate will be involved in setting the incentives that drive retail sales for Volkswagen. The candidate will get exposure to sales planning, inventory management, and financial offer creation. In the second rotation, the candidate will change companies and move to Volkswagen Credit (VCI), the captive finance arm of VW. In this rotation the candidate will learn the important role VCI plays in helping VW achieve our mutual goals. The candidate will also learn the different businesses VCI participates in, the different challenges, and what drives success of this important partner. The final rotation brings it all together when the candidate returns to Volkswagen in the Controlling department. In this rotation the candidate will get an overview of overall profit and loss for the company having already seen the biggest drivers: revenue creation through sales and expense management through controlled incentives and efficient lending practices.

Examples of work assigned to this position:

- Learn about the lower funnel of automotive retail sales and the dependencies of various other groups (production, distribution, pricing and product)
- Learn how different incentive offers (leasing, financing, dealer contests etc.) drive retail sales
- Help analyze competitive landscape to create successful offers
- Learn and help manage actual spending vs. budgets
- Learn about the total profit and loss impact of sales initiatives and the balance to strike between sales goals and financial targets
- Perform detailed financial modeling with focus on sensitivity analysis and result optimization
- Support cross functional coordination efforts between finance and the key business functions related to operations (Marketing, Sales, VCI, Logistics)
- Learn and participate in the model year residual setting process for VW brand.
- Developing the model offer structures, option value studies, lifecycle premiums, vehicle valuation trends, volume impact, etc.

Rotation Schedule

- June 2020 – January 2021: Retail Programs/Incentives
- February 2021 – August 2021: VCI Business Operations
- September 2021 – June 2022: VW Brand Controlling

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
- Strong analytical skills (Excel)
- Flexibility and adaptability to changing circumstances
- Ability to analyze dataset, draw conclusions and present their findings.

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Business, Finance, Accounting, Marketing, Management Information Systems, Mathematics, or Statistics

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 2020 – January 2021: Vehicle Logistics
- February 2021 – August 2021: Materials Management/Business Planning
- September 2022 – June 2022: 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, Finance, Data Analytics, or Statistics

JOB TITLE: VW CREDIT, INC. FINANCE ANALYST

LOCATION: HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

The Graduate Analyst will rotate through four departments at VW Credit Inc., Pricing, Financial Planning & Reporting, Structured Finance, and Corporate Accounting.

Pricing

Within the pricing rotation the analyst will learn to how to price new & used loans and leases for VW vehicles, Audi vehicles and Ducati motorcycles. They will analyze the impacts of their pricing and report on trends in profitability and shifts within the business.

Financial Planning & Reporting

While in Financial Planning and Reporting graduates interact with all parts of the organization to analyze and understand the drivers of revenue and costs that contribute to VCI's profit. This work is presented to the senior leadership team and drives future business decisions.

Structured Finance

At the Structured Financial Group, he/she will prepare financial analysis relating to outstanding ABS transactions and derivatives, investor and management reports, accounting entries, and reconciliations to support ABS. He/ she will also perform statistical testing and prepare documentation to support hedge accounting programs.

Corporate Accounting

At the Corporate Accounting group the Graduate Analyst will help ensure the proper execution of corporate accounting related functions (transactions, entries, reporting and maintenance) for VW Credit and its subsidiaries. He or she will analyze financial information, conduct trend analysis, as well as prepare other ad hoc reporting. This position will have frequent interaction with German HQ and other areas of the business such as Controlling, Risk, Tax, Structure Financed, Service Center Accounting, Treasury, VW and Audi Brands.

Examples of work assigned to this position:

- Assist the monthly pricing and reporting team by working with treasury, SG&A and the brand colleagues to set interest rates for retail and lease portfolio. Ensure target returns are achieved and if any variance is identified, understand the root cause and work on solution.
- Learn the basics and advanced skills of financial planning and forecasting. Work on the major German reporting assignments (5 Yr. Financial Plan, Monthly Forecasting Processes, and Product Profitability Reporting) and additional monthly reporting to other stakeholders (i.e. brand colleagues, senior LT).
- Assist in cash management activities
- Prepare intercompany billings
- Assist in the monthly financial close and preparation of the financial package
- Prepare various financial reports for management
- Assist in drafting accounting policies
- Perform ad-hoc accounting research with presentation of results and analysis
- Assist in year-end process and production of financial statements including footnotes
- Assist with data gathering and due diligence for new asset-backed security (ABS) deals
- Prepare investor and management reports, accounting entries, and reconciliations to support ABS
- Perform statistical testing and prepare documentation to support hedge accounting programs

Rotation Schedule

- June 2020 – October 2020: Pricing
- November 2020 – April 2021: Financial Planning & Reporting
- May 2021 – October 2021: Structured Finance
- November 2021 – June 2022: Corporate Accounting

Position Requirements

- Self-starter with high levels of initiative, passion and curtesy
- Strong analytical skills (Excel)
- Confident communication style (able to interact with individuals at all levels of the organization)
- Track record of involvement in extracurricular activities, particularly in leadership roles
- Flexibility and adaptability to changing circumstances

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Business, Economics, or Finance

JOB TITLE: VW CREDIT, INC. SALES & REMARKETING ANALYST

LOCATION: AUBURN HILLS, MI & HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

The Analyst will learn the two key areas of the lifecycle of a loan or lease through VCI. During the rotations in Sales Operations, dimensions of competitiveness, customer preference, market forces, and dealer motivations will be explored. These dimensions focus largely on customer acquisition of a new or used vehicle, and dealer preferences for lenders. During the Remarketing rotation, the Analyst will engage in activities that conclude the lifecycle of a leased vehicle, and its ultimate liquidation as a used vehicle. The analyst will gain a broad understanding of the used car business from a dealer perspective, and the implications and operations of selling off lease vehicles from a VCI and VW/Audi brand perspective.

Examples of work assigned to this position:

- Support campaign management reporting
- Assist in identification, development and reporting of alternative sales channels
- Monitor and provide management with performance reporting, analysis of work flows, and productivity of the Dealer Services Group.
- Support Direct strategy and operations of the VW/Audi Direct Websites and the dealer purchasing experience
- Develop SWOT analysis of the Remarketing programs (VW Affinity; Audi ACE)
- Develop SWOT analysis of Dealer Service Loaner Program; industry benchmarking
- Industry benchmarking on OEM/Captive peer group; upstream, downstream, policy & procedures
- Provide project recommendations that promote progress and alignment with Remarketing Strategy
- Learn & Support field operations, attainment of field sales objectives
- Analysis of dealer, district and region performance against objective
- Support development of sales programs
- Learn & support Audi & VW Sales Operations, timely analysis, development & publication of sales programs

Rotation Schedule

- June 2020 – December 2020: Process & Campaign Management
- January 2021 – May 2021: Dealer Services
- June 2021 – November 2021: Field Operations
- December 2021 – June 2022: Sales Operations

Position Requirements

- Self-starter with high levels of initiative
- Strong analytical skills (MS Excel required)
- Financial analysis competence
- Automotive knowledge
- Confident communication style (able to interact with individuals at all levels of the organization)
- Track record of involvement in extracurriculars, particularly in leadership roles
- Flexibility and adaptability to changing circumstances
- 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, Finance, Economics, Marketing, Statistics, or Operations

JOB TITLE: VW CREDIT, INC. INNOVATION & MARKETING ANALYST

LOCATION: HERNDON, VA

ROLE RESPONSIBILITIES AND TASKS

The Graduate Analyst will be rotating through three departments at VW Credit Inc, the captive lending company of Audi, Volkswagen and Ducati: Innovation, Marketing Operations and Insurance Services. We are looking for a curious and energetic graduate who is jazzed about 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.)
- Prepare executive analysis. Help define vision, roadmap and strategy. Accompany/manage proof of concepts and pilots.
- Maintain a weekly industry trend newsletter. Create “Road to the Future” quarterly briefings.
- Support the innovation lab team with events, team activities and internal communication.
- Learn and operate our multi-channel marketing hub, Salesforce Marketing Cloud
- Perform marketing campaign analysis and make recommendations for course corrections to drive performance
- Contribute to creative brainstorming along with Agency partners and brands to develop innovative ideas that drive customer loyalty
- Manage projects for campaign development, video content development, corporate communications initiatives
- Learn & support Insurance and Protection Services organization including operations, product pricing / profitability analysis, sales forecast / promotions vendor engagement, and field support

Rotation Schedule

- June 2020 – January 2021: Innovation Lab
- February 2021 – August 2021: Marketing
- September 2021 – June 2022: Insurance Services

Position Requirements

- Self-starter with high levels of initiative
- Strong analytical skills (Excel)
- Confident communication style (able to interact with individuals at all levels of the organization)
- Track record of involvement in extracurriculars, particularly in leadership roles
- Flexibility and adaptability to changing circumstances
- Tech-savvy and Design focused; Very comfortable in modern technology (ex. Use/understanding)
- Thinks outside the box, and questions previous assumptions
- Innovative personality with an eagerness to change the world
- Inquisitive and imaginative personality
- Relevant internship experience (ex. Auto-Tech, Finance-Tech, Consulting)

Preferred Education Level & Degree, Experience, Other

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

JOB TITLE: VW CREDIT, INC. INFORMATION TECHNOLOGY ANALYST

LOCATION: LIBERTYVILLE, IL

ROLE RESPONSIBILITIES AND TASKS

In this role the Graduate Analyst will work with Enterprise Architect team and learn about Enterprise Architecture, Systems Design, Integration and API governance. Will learn concepts on CI/DI and get to work on RPA and Automation. The Analyst will also work with PMO team to learn Project Management, Agile/Scrum methodologies and will gain knowledge on tracking and managing project financials.

Examples of work assigned to this position:

- Work in Enterprise Architecture teams filling multiple roles - setting EA process/policies, creating design patterns, frameworks for Service Oriented/Cloud based application stacks, design/implement microservices frameworks, work on IPAAS, API management and governance tools e.g. MuleSoft.
- Create detailed Architectural topologies/flows for Systems, end to end dataflows and infrastructure. Work on CICD/EA tools. Partner with business teams to work on RPA and BOT automation frameworks.
- Test each application stack and project for EA process and compliance adherence.
- Work in ITPMO team fulfilling multiple roles (Project tracking/status, capturing multiple data points on each project – financials/risks/cross impact, agile coach, scrum master, tester and product owner)

Rotation Schedule

- June 2020 – June 2022: VCI IT Steering

Position Requirements

- Self-starter with high levels of initiative
- Strong analytical skills (Excel)
- Understanding of system design, deployment and integration concepts is desired
- Confident communication style (able to interact with individuals at all levels of the organization)
- Track record of involvement in extracurriculars, particularly in leadership roles
- Flexibility and adaptability to changing circumstances

Preferred Education Level & Degree, Experience, Other

- Bachelor’s or Master’s degree in Computer Science, Computer Engineering, or Management Information Systems

JOB TITLE: VW CREDIT, INC. SERVICING OPERATIONS ANALYST**LOCATION: AUBURN HILLS, MI & LIBERTYVILLE, IL****ROLE RESPONSIBILITIES AND TASKS**

The Servicing Operations Graduate Analyst role will work extremely closely with the Customer Experience, Operational and PQM Analytics Teams as well as other VCI organizations as applicable. This candidate will be a key player of transformation by providing analytical insights and direction that helps shape future strategy. To do so, the analyst will conduct research, compile analyses, create models and prepare reports, delivering insight and recommendations. Turning data into information, information into insights and insights into action is your forte.

We are looking for someone who is a curious collaborative creator that is energized by using data to make smart business decisions. You are skilled at exploring data and using multiple tools to aid your traversal and story building. You are committed to your work and take it to completion through your impassioned confidence when presenting and defending your findings to management.

Examples of work assigned to this position:

- Exposure to CX and Remarketing data tables, Tableau, Python, and reporting
- Baseline understanding of the Customer Experience and Remarketing process, and integrated dependencies
- KPI building/enhancements related to refining current KPIs, developing new KPIs for CCT (Contact Center Transformation), WFM, Back Office, user-friendly dashboards
- Assist with further developing Policy and Procedure Guidelines and process documentation related to back office support, metrics, Analytics tracking, etc.
- CCT Workload Management analysis, Gamification
- Support the evolution of the call quality monitoring program through call evaluation and data analysis
- Identify process updates and champion them through the change management process to improve the customer experience
- Support the development of services team report outs in the Consumer Concerns Sub-Committee meeting
- Help to develop new standardized work procedures using the automated call monitoring system and customer survey. Help to develop new standardized work procedures using the automated call monitoring system and customer survey
- Expand focus on Tableau usage for performance metrics (KPIs, KRIs) and business insights
- Analysis support for the Contact Center Transformation (CCT) project
- Support development of Cost Benefit Analysis and ROI
- Support benefits alignment to OPEX
- Process data quality and OD (Operation Definition) governance
- Learn and apply Lean Six Sigma methodology (DMAIC) and Business Process Excellence principles to problem solving for process inefficiencies
- Support and apply agile framework to digital transformation projects with a focus on optimization and ROI
- Learn and apply practical knowledge of RPA (Robotic Process Automation) to identify and assess automation impacts to existing process
- Identify and report on problematic root cause analysis

Rotation Schedule

- June 2020 – December 2020: Customer Experience Operations
- January 2021 – May 2021: Contact Center Services
- June 2021 – November 2021: Process Quality and Management Analytics
- December 2021 – June 2022: Process Quality and Management Process Optimization

Position Requirements

- Strong analytical mindset and ability to use data and logic to make compelling business cases
- Ability to decompose complex business problems into their constituent parts
- Ability to use innate curiosity to collaborate with different business units to co-create solutions
- Expert proficiency in data analysis and data mining methods and tools
- Knowledge of SQL, Business Objects, SAS, Excel skills
- Strong understanding of statistical methodologies and techniques utilized for analyzing large datasets
- Comfortable working with tight deadlines; must be proactive and able to multi-task.
- A self-starter who can work independently
- Strong communication skills across all mediums and audience types (technical, business, executive, etc.)
- Proficient in Microsoft Powerpoint

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Business, Business Science, Business Analytics, Mathematics, Statistics, Data Science or related fields.

JOB TITLE: VOLKSWAGEN PACIFIC REGION & SALES OPERATIONS ANALYST**LOCATION: LOS ANGELES, CA & HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The Graduate – Region Operations Analyst will have the opportunity to experience regional/field functions of the Volkswagen brand. This position is based out of the Pacific regional office and will support the region in a wide range of tasks and projects to support our dealers and help sell cars to our customers. In this role, the graduate will gain knowledge of the automotive business by rotating through different regional departments including New and Used Vehicle Sales, Distribution, Incentives and Marketing, Network Development. 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. 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. In Sales Operations and Distribution, this Graduate Specialist will work with the Manager of Distribution, the Regional Distribution Managers, the port managers, IT&S, vendors, and the VWGoA logistics group as well as with the VWoA Product launch and Finance departments to ensure that all supply chain (shipping, wholesales, etc.) related initiatives and projects are well executed and aligned with the overall operational strategy of Volkswagen of America. This role will play a key part in operations and communication between corporate, field and logistics business groups from order to delivery with our retail partners.

Examples of the work assigned to this position:

- Complete understanding of vehicle distribution and retail incentive support.
- Daily support to the PAR Sales SOMs and Distribution Team regarding vehicle logistics, ordering and forecasting.
- Full support and understanding of Local Marketing Areas (LMAs) and Tier II budget planning.
- Full support to the Regional Marketing Manager on daily tasks and planning for the calendar year.
- Support for Regional buy/sells, open points and dealer improvement processes.
- Support for the Regional Network Development team on daily tasks and objectives that support the overall Region Network strategy in accomplishing set sales and parts targets.
- Immersion into sales operations in Distribution with exposure to Sales Planning and Vehicle Ordering
- Distribution – Understanding, forecasting and implementation of retail and wholesale objectives for VWoA. This position is vital to our success and will help us analyze potential opportunities to increase sales for key markets and dealers. The candidate will acquire understanding of allocation and optimization of entire inventory and logistics network from point of order to point of delivery to all retail stores in the United States. In addition, the candidate will have interaction with many business groups across the inventory supply chain. Distribution steers the supply chain in order to most effectively achieve retail and wholesale objectives. This includes partnership with Vehicle Logistics, Quality Assurance, Finance, Marketing, and Regional Sales Operations teams.
- Sales Planning – Forecast sales demand to predict required production, including volume, model mix, and inventory turn rates. The analyst will evaluate product and mix requirements from the regional sales teams, industry and segment trends, sales data, market research material, supplier and factory restrictions, launch and new product dynamics, and competitive analysis. The analyst will support mix evaluations of long-term future Product, represent Sales at market research clinics (depending on availability), and assist with executive management presentation materials.
- Vehicle Ordering – international collaboration with factories in Germany, Mexico and United States in order to bring sufficient volume, and model mix of all products to meet the retail and wholesale plans determined by the Sales Operations Department. Key component in the VWoA supply chain being responsible for submitting all production orders with high level of precision and accuracy

Rotation Schedule

- June 2020 – May 2021: VW Pacific Region
- June 2021 – June 2022: VW Sales Operations

Position Requirements

- Self-starter with high levels of initiative
- Strong analytical skills (Excel)
- Confident communication style (able to interact with individuals at all levels of the organization)
- Track record of involvement in extracurriculars, particularly in leadership roles
- Flexibility and adaptability to changing circumstances
- Strong presentation skills
- Project management

Preferred Education Level & Degree, Experience, Other

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

JOB TITLE: VOLKSWAGEN OPERATIONS ANALYST**LOCATION: HERNDON, VA & RESTON, VA****ROLE RESPONSIBILITIES AND TASKS**

The Graduate – VW Operations Analyst will have the opportunity to experience three rotations through the Volkswagen Operations team. The candidate's first rotation will be with CRM and Loyalty. The candidate will be immersed in data related to sales leads, loyalty, conquest, defections and VW Life magazine, as well as other marketing KPIs, to provide required analysis and reporting. The second rotation will be with Customer Experience. The candidate will support the team's current processes for identifying survey manipulation and also complete analysis on JD Power data. The last formal rotation will be with the Volkswagen Academy. The candidate will continue to work with internal data and reporting systems to enhance the Academy's current reporting. Additionally, utilizing knowledge, insight and connections gained in the CRM and Customer Experience rotations, the candidate will work with the Academy to align training to current customer-focused initiatives and provide analysis into the success of training modules.

Examples of work assigned to this position:

- Analyze trends in sales leads and other marketing KPIs
- Work with vendor on loyalty, conquest and defections trends
- Assist in publication of quarterly VW Life owner's magazine
- Perform detailed Digital Fingerprinting analysis with the goal of automating the red flag process
- Analyze JD Power statistical data to determine areas of improvement for the brand
- Execute regular reporting regarding certification and turnover
- Work with data vendor and internal tools to automate these reports

Rotation Schedule

- June 2020 – January 2021: CRM and Loyalty
- February 2021 – August 2021: Customer Experience
- September 2021 – June 2022: Academy

Position Requirements

- Self-starter with high levels of initiative
- Strong statistical analysis skills (At minimum Excel)
- Confident communication style (able to interact with individuals at all levels of the organization)
- Track record of involvement in extracurriculars, particularly in leadership roles
- Flexibility and adaptability to changing circumstances
- Industry: must have the capacity and desire to take on a great deal of work
- Accuracy: must be highly analytical, detail-oriented, and submit work without mistakes
- Curious: the desire to learn and seek out information about automotive
- Motivated problem-solver
- Advanced Excel skills
- Experience in past team environments
- Genuine and thoughtful candidate who likes to have fun

Preferred Education Level & Degree, Experience, Other

- Bachelor's or Master's degree in Business, Operations, Data Analytics, or Marketing

JOB TITLE: VOLKSWAGEN PARTS & ACCESSORIES ANALYST**LOCATION: HERNDON, VA****ROLE RESPONSIBILITIES AND TASKS**

The selected candidate will work with the Volkswagen Parts & Accessories Sales team with rotations in Parts & Accessories Sales Management, Wholesale Parts Sales Operations, MDO and Parts Product Management. During this program, the candidate will participate in the reporting and analytics of the overall parts and accessory sales organization and will have the opportunity to engage with the Service Operations team in HQ, the Region Management and Field teams as well as with many of our vendor partners.

Working with the P&A sales management team, the candidate will support and participate in the ongoing reporting and analytics of parts operations. The P&A sales team is responsible for providing 43 different reports and associated analytics for the Aftersales business unit. Many of these reports are incorporated into the executive management team presentations to the senior executive team.

Working with the Wholesale Parts Operations team, the candidate will support sales programs, tactical initiatives, marketing, communications, network development, and vendor management required to successfully achieve sales performance and retain dealership satisfaction. In addition, they will have the opportunity to travel regionally with a Wholesale Operations Field Specialist to gain a better understanding of wholesale business operations and the impact it has on dealership performance.

The candidate will also have the opportunity to work with the MDO (port installed accessories) and Parts Product Management team. The candidate will support activities to establish ROI for the investment of a new port in Baltimore and will be involved with forecasting, planning, and cost analysis related to building, tools and equipment needed. The candidate will also support the launch of planned MDO operations at the port. The candidate will be exposed to and involved with administering our Drop Ship vendors and programs including reporting, incentives.

At the conclusion of the rotations, the candidate will have a strong working knowledge of Parts and Accessory Sales organization and the various programs Volkswagen employs to support Parts & Accessories sales. Through the rotations, the candidate will also gain a better understanding of the business operations and the administration required to develop, launch, and sustain initiatives that contribute to Parts & Accessories sales growth. Most importantly, the candidate will leave the program with a solid understanding of the parts Sales organization and will be well prepared for a role within the Volkswagen organization.

Examples of the work assigned to this position:

- Develop strong understanding of Parts & Accessory Sales and the processes associated with effective management and administration of sales planning with the intention to support brand annual sales objectives.
- Assist with accessory port operations including the administration and procedural operations required to fill current and future demand. Tasks to include assisting in data management, MDO reporting, creation of accessory packages, demand forecasting, model year changeover and launch operations, and MDO port hold process management
- Gain a strong understanding of pricing for all parts and accessories sold by VWoA to the dealer network
- Analyze Parts and Accessories key performance indicators for Parts and Accessory sales
- Assist in the development of sales initiatives to increase sales
- Develop strong understanding of Wholesale Parts and Sales programs
- Assist in supporting day-to-day Wholesale Operations
- Monitor and analyze performance reporting
- Develop strategies to improve performance for each program
- Learn about the Customer Relationship Marketing Management Portal used to monitor dealer usage and engagement
- Analyze dealer customer sales for declining performance
- Gain a solid understanding of the Volkswagen's Certified Collision Repair Facility program and the daily operations required to support program
- Gain exposure to the various methods of sales promotions and incentives that the Wholesale Parts Operations team leverages to improve sales performance
- Involvement in the analysis, strategy, design, and business case development of implemented initiatives
- Support communications and marketing to increase the awareness and engagement of these initiatives
- Monitor, track, and present performance to relevant business stakeholders
- Support the Drop Ship Specialist in day-to-day interactions with vendors and internal departments to meet company objectives
- Set targets, establish forecasts, run reports, analyze data and communicate with cross functional teams
- Identify opportunities to run promotions and manage vendor marketing budgets
- Gain an understanding of AIM, the VW After Sales' Dealer employee incentive program
- Support the Parts Product Management Specialist in in the day-to-day operations of AIM. Tasks include: working with the vendor, managing the budget, working with finance and the incentive team to process payments
- Assist the MDO Operations team to determine investment needs at each location based on production capacity, increased requirements due to the launch of new vehicles, new accessories & changes in market demand
- Support the MDO Industrial Engineer in establishing the installation process, installation sheets, coordinating training activities
- Support the MDO Analyst in the creation and/or analysis of reports

Rotation Schedule

- June 2020 – January 2021: Wholesale Parts Operations
- February 2021 – August 2021: Parts & Accessories Sales Management
- September 2021 – June 2022: Parts Product Management

Position Requirements

- Self-starter with high levels of initiative
- Superior analytical and Excel Skills
- Self-starter, willing to take on challenging projects
- Demonstrated project management skills
- High degree of flexibility-adaptable to changing environment
- Track record of involvement in extracurricular activities, particularly in leadership roles
- Industry: must have the capacity and desire to take on a great deal of work
- Must have a high level of accuracy, highly analytical, detail-oriented

Preferred Education Level & Degree, Experience, Other

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