



**Cadillac** is a leading premium automotive brand since 1902 and a division of the U.S.-based General Motors Company that markets luxury vehicles worldwide.

Over the past two years Cadillac has engineered a historic renaissance led by artful engineering and advanced technology.

At our European headquarters in Zurich (Glattpark), an international team coordinates the marketing and sales activities of Cadillac and the iconic Chevrolet Performance models Corvette and Camaro. Our team is focused on nothing less than an entire re-launch of both brands in the European context and growing the business over the upcoming years applying new and innovative approaches to the traditional understanding of automotive marketing, sales and customer experience.

To further strengthen our team, we are looking for a

### **Trainee Product Marketing & Pricing (100%)**

During your Internship (limited 12 months), you will support the Product Marketing team.

#### **Your Responsibilities**

- Support the development of marketing activities to manage the vehicle lifecycle
- Analyze and interpret the model performance using sales and marketing research data
- Secure accurate execution of product offer changes in all sales material (e.g. catalogue, Internet)
- Analyze competitive activities along the 4P's (Product, Place, Price, Promotion)
- Support the team on the creation of senior management presentations

#### **Your Profile**

- Completed basic study/pre-degree in Marketing, Business Administration with focus on Marketing or Industrial Engineering with focus on Marketing
- Good MS-Office skills
- Good analytical, interpersonal and presentation skills
- Fluent in English and German (written and spoken)





If you are a strong team player looking for a company that values diverse opinions and backgrounds, please forward us your complete application documentation (CV, job references, diploma, certificates) with motivational letter via email to [career.cadillac-europe@gm.com](mailto:career.cadillac-europe@gm.com).

ONLY THOSE WHO DARE DRIVE THE WORLD FORWARD.

