Make your mark at the world’s largest privately held technology group.

Ownership of an ongoing project in one of Dell’s leading strategic areas: Internet of Things (IoT) or Client Solutions Social Media

Exclusive access to educational events & industry experts

Networking opportunities with Dell executives & various marketing teams

Challenging, comprehensive & practical work experience

Prestigious internship operates in partnership with CCIMS

Coaching & Mentoring

An executive mentor provides information and guidance in weekly meetings - enabling students to learn about Dell and obtain feedback and career advice. At the end of each internship phase, students are coached by the mentor on their presentations to Dell’s executive team.

Marketing at Dell

- 5000+ marketers
- 180 countries
- 100% for 5 years on Human Rights Campaign Corporate Equality Index
- 98% of Fortune 500 companies served
- Leadership in 20 Gartner Magic Quadrants
- Diverse customers (large enterprises, government, healthcare, education, small & medium businesses, home computing users)
- Varied marketing roles (marketing analytics, brand and positioning, customer insights, events, social media, market development, and many more)

Contact: Stacy.Whitman@Dell.com
A one-year experience packed with knowledge & skill-building opportunities

Orientation: Dell’s mission, products, marketing groups, etc.

Lead analysis on current Dell business opportunity

Intern Case Competition

Final presentation with Dell CMO & other execs

Jan/Feb
March/Apr
May/June
July/Aug
Sept/Oct
Nov/Dec

Phase I: 3 hrs grade credit (10-15 hours/week)
Phase II: Summer Internship (Full time, 40 hours/week)
Phase III: 3 hrs grade credit (10-15 hours/week)

“We] will be incredibly well-positioned for growth in the most strategic areas of next generation IT. Together, we will accelerate the pace of customer-driven innovation.”
- Michael Dell

Dell Marketing Labs Internship
The CCIMS internship at Dell provides a real-world opportunity to work in exciting areas of marketing.

- Join a critical area of the business focused on one of two projects: The Internet of Things, or Gaming - Digital and Social Strategy.
- Internship begins 1st-year spring semester, continues through summer, and ends 2nd-year fall semester. Students receive compensation during each program phase and course credit for the spring and fall semesters.
- Students continue work in summer while also participating in Dell’s world-renowned summer internship program with other MBA interns from top schools.
- Get to know Dell’s culture & commitment to putting our technology and expertise to work where they can do the most good possible.

“CCIMS Marketing Labs gave me first-hand experience with the ever-changing face of marketing, and allowed me to fully flesh out my marketing career in a well-rounded fashion.”
- Poonam Prasad, CCIMS Intern 2015

Go big, Win Big.
From our unconventional startup roots based in a UT dorm room in 1984, to a global technology leader today, Dell’s heritage is built on listening to our customers and delivering innovative technology solutions that enable people everywhere to grow and thrive. Combined with EMC in September 2016, Dell is better positioned than ever to meet the needs of our customers today and into the future, while leaving behind a Legacy of Good.

Learn All About It!
Monday, October 23, 4-5pm
Legacy Events Room (CBA 3.202)
Networking reception to follow

Contact: Stacy.Whitman@Dell.com
Meet your coach:
Terry B. Kahler

A retired professional with over 30 years of experience in the tech sector in a career spanning dozens of regional and global functions at Dell, Inc., DecisionOne, Inc. and MicroAge, Inc.

Mr. Kahler is now in his 4th year coaching students in the University of Texas MBA Labs Program. He is fluent in English, Spanish and Portuguese. He enjoys traveling, playing golf, photography, music, dining out, sports and cooking. He and his wife currently reside in Austin, Texas.

Experience:

Dell Inc.
- VP, Online Strategic Programs Office: responsible for a variety of global functions across Dell’s online properties including www.Dell.com as well as support, B2B and B2C portals.
- VP, Global Business Operations: global “Chief Operations Officer” for commercial businesses team of 4,000+ individuals in 40+ countries: led and executed operational strategy from proposal/RFP process to order delivery.
- VP and GM for Dell’s Latin American business unit
- VP and GM for Mercosur (Brazil, Argentina and Chile)
- VP in charge of Services and Sales Operations for Latin America.

DecisionOne, Inc.: VP of Strategic Alliances

MicroAge, Inc.: 12 years with this Fortune-500 reseller in Phoenix, Arizona.