Dell Marketing Labs Internship
In partnership with CCIMS at McCombs School of Business

Own your future.
Make your mark at Dell, the world’s largest startup.

Get visible. Get involved.

- Full-ownership of an ongoing project in one of Dell’s leading strategic areas: Social Media Analytics
- Exclusive access to educational events within Dell and industry experts
- Mentoring and coaching with a retired Dell executive
- Exposure to networking opportunities with Dell executives across all marketing functional areas
- Program provides a challenging, comprehensive, and practical work experience
- Prestigious internship operates in partnership with CCIMS

Coaching & Mentoring

Throughout the year an executive mentor provides information and guidance. Weekly meetings enable students to learn about Dell and obtain feedback and career advice. At the end of each of the 3 internship phases the students are coached in structuring their presentations to the CMO and the Dell Marketing Leadership Team.

Dell Marketing
4500+ marketers
50+ countries

Diverse customers:
global corporations, governments, healthcare providers, educational institutions, small and medium businesses and home computing users

Explore varied marketing roles:
marketing analytics, brand and positioning, customer insights, new product development, events, social media, market development, and many more

Contact us! Global_Marketing_Talent@Dell.com
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One-year internship experience packed with valuable knowledge & skill-building opportunities

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<th>Jan/Feb</th>
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<td>Phase I of project: 3 hrs grade credit (10-15 hours/week)</td>
<td>Phase II of project: Summer Internship (Full time, 40 hours/week)</td>
<td>Phase III of project: 3 hrs grade credit (10-15 hours/week)</td>
<td>Intern Case Competition</td>
<td>Executive presentation with CMO Karen Quintos &amp; leadership team</td>
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“We are moving fast to strip away the momentum drag of a public company...”
-Michael Dell

Dell Marketing Labs Internship
Help us make history, again.

Customer-centric marketing is becoming increasingly critical, and social media analytics are a rich source of customer insights. The CCIMS internship at Dell provides a real-world opportunity to work in this new and exciting area of marketing:

- Dell’s industry-leading activity in social media is widely recognized with dozens of awards (including ‘12 ITSMA Marketing Excellence – Marketing with Social & Interactive Media, ‘13 The Learning – Social Media for Learning Programme of the year, etc.)
- Internship begins with 1st-year spring semester, continues through the Summer, and ends with 2nd-year fall semester. Students receive compensation during each program phase.
- Students join Dell’s Social Media Analytics and Listening Team within Global Marketing to work on an ongoing social media analytics project.
- Spring semester orientation session focuses on Dell, its mission, its products, the marketing group and the assignment.
- Students continue their work in summer while also participating in Dell’s world-renowned summer internship program with other MBA interns from top schools.
- Presentation to CMO Karen Quintos and marketing VP(s) at end of each phase of internship. Concluding presentation to CMO and her Marketing Leadership Team.

The Power to Do More

From our roots as an unconventional startup 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.

A private company as of Fall 2013, Dell’s 110,000 global team members can now focus 100% on delivering the right solutions and greater value to our partners and customers.

Learn All About It!
Marketing Labs information session:
Tuesday, October 14
5:30 – 6:30pm in GSB 2.120
Networking reception to immediately follow

Contact us! Global_Marketing_Talent@Dell.com
Meet your mentor:

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 now coaches students in the University of Texas MBA Marketing Fellows 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.