Over the last 125 years ExxonMobil has evolved from a regional marketer of kerosene in the U.S. to the largest publicly traded petroleum and petrochemical enterprise in the world. Today ExxonMobil operates in most of the world’s countries and, we are best known by our familiar brand names: Exxon, Esso and Mobil. We make the products that drive modern transportation, power cities, lubricate industries and provide petrochemical building blocks that lead to thousands of consumer goods.

Join the ExxonMobil Fuels Payments Solutions team, designing and delivering an array of payment offerings for consumers and commercial customers. ExxonMobil current payment products include the Exxon Smartcard, ExxonMobil Business card, ExxonMobil Business Fleet card, ExxonMobil Fleet National card and Exxon and Mobil gift cards. ExxonMobil is one of the top U.S. merchants in number of card transactions generated per year, with cards accepted at more than 10,000 locations.

The Marketing Labs student will be a member of a multi-functional project team that is developing a new commercial fleet payment card product targeted at trucking companies hauling goods over long distances. This new commercial credit card offering is part of a larger business strategy to increase ExxonMobil’s share of the diesel fuel market at EM branded retail stations and truck stops. The overall business strategy includes introduction of a new branded Diesel fuel, (called Synergy Diesel Efficient) and significant investments in building out the distribution channel for the new product. The new credit card product is expected to launch in the U.S. in 2020 and Canada in 2021.

You will be joining the team at the beginning stages of the project and participate in the full cycle of strategy and business plan development. Typical activities will include market analysis, business case development, customer segmentation, channel and distribution strategy, pricing strategy and marketing communications planning. There will also be opportunities to get involved in other projects underway in the Payment Solutions team.

Learning opportunities for the Marketing Labs student include:

• Learn about the retail fuels industry
• Learn about the commercial trucking industry
• Learn about the payment products industry
• Participate in full cycle of marketing activities, from strategy through to execution including customer segmentation, product design, distribution, and product launch planning
Distributor Marketing Collaboration

Background

Over the last 125 years ExxonMobil has evolved from a regional marketer of kerosene in the U.S. to the largest publicly traded petroleum and petrochemical enterprise in the world. Today ExxonMobil operates in most of the world’s countries, and we are best known by our familiar brand names: Exxon, Esso and Mobil. We make the products that drive modern transportation, power cities, lubricate industries and provide petrochemical building blocks that lead to thousands of consumer goods.

Overview

The Marketing Labs student will be part of the ExxonMobil Lubricants Distributor Marketing team. This team is charged with designing and delivering marketing programs directed at our network of 60+ distributors across the country. These distributors market and sell Mobil branded products, including Mobil 1, Mobil Delvac and Mobil SHC into an array of commercial sectors including oil change centers, car dealers and industrial sectors such as plastics, energy, etc.

ExxonMobil’s distributor network is critical to our growth and we have expectations they will increase their investment and focus in marketing. However, most of our Distributors only have a basic level of marketing knowledge and skill.

The Marketing Labs student will be tasked to design and implement a marketing program aimed at improving our Distributor’s marketing competencies and capabilities. The work will focus on the design and development of a collaboration portal enabling improved interactions between ExxonMobil and our Distributors. The work should also identify other program elements that could improve the Distributors marketing effectiveness.

Project activities will include:

- Industry analysis
- Customer analysis and needs assessment
- Proposal development, including business case and economics
- Solution scoping
- Technology evaluation
- User experience design
- Development of implementation plan

Learning opportunities for the Marketing Labs student include:

- Learn about the lubricants industry
- Learn about channel marketing
- Learn about partner relationship management and sales enablement technologies
- Participate in full cycle of activities, from strategy through to execution including customer analysis, solution design, solution development and implementation