



Market Development & Insights

The internal advisors IBM leaders trust for strategic business insight

In this new era, IBM is reshaping industries with our expertise in Cloud, Analytics, Security, Mobile, and the Internet of Things – changing how businesses build, collaborate, analyze, and engage.

At the heart of this transformation are Market Development & Insights analysts. We provide a trusted, objective view of the market and its impact on IBM, empowering IBMers to drive actions that grow the business.

If you are a problem solver who is driven to make a difference across a global organization, join us for your summer internship!



Join us.

IBM Market Development & Insights (MD&I) offers students the opportunity to be part of a program that provides real-life work experience and networking at one of the world's most respected companies. You'll spend your summer working on a project that will influence IBM decision makers and help shape business outcomes. You'll learn about IBM as a potential employer, network with leaders and new hires, and have some fun along the way.

"My summer internship with MD&I was a great experience; I was given a high-impact project that stretched me intellectually and gave me a perspective on my career I had not considered before. Even though I was an intern, I felt I had real responsibility within the company and that my work mattered."

- Ambar Chana, Associate Advisor, IBM MD&I

Make your summer job a "real" one.

As IBM MD&I interns, undergraduate and MBA students spend 10 weeks immersed in strategic, real-world projects. Each intern works as part of a small team that manages its own clients, project timeline, and scope under the direction of an advisor and an executive. Project teams apply analytical skills and leadership strategies to develop innovative, business-driving recommendations. At the conclusion of the program, interns present their insights to executives, project stakeholders, and IBM colleagues.

As part of the MD&I internship program:

You will be challenged: Work on a challenging project that is consistent with the career goals of undergraduate and MBA candidates, and that is in line with the work of current Market Development & Insights professionals.

You will learn: Engage in educationally enriching experiences built on team collaboration as well as specific MD&I directives.

You will gain exposure: Attend organized networking sessions and interact with clients and project sponsors.

You will get to know us: You'll see if IBM is a fit for you, and explore full-time opportunities within the MD&I organization.



Contact us

Reach out to your university recruiting team and the IBM websites listed below:



www-03.ibm.com/employment/mdi
www.ibm.com/careers

Do we have what you want?

Recent summer interns worked on projects that involved identifying Blockchain opportunities in the North America Retail market and determining a go-to-market strategy for Watson in Consumer markets. Other projects might include:

- Evaluating emerging markets
- Analyzing the features and functionality of potential new products
- Assessing opportunities for cloud services in target industries
- Recommending service pricing and messaging strategies
- Enhancing sales leads and channel selection

"I was looking for a role where I could leverage my marketing background to create impact at a strategic level across the organization, and I wanted to be part of a company - and a community - that cared about my long term development. I found that within MD&I and IBM."

- Jennifer Peterson, Advisor, IBM MD&I

Do you have what it takes?

We look for individuals with outstanding skills in the following areas:

- **Problem solving** – Do you like to figure out how to make things better?
- **Communications** – Are you well-spoken and able to organize your thoughts into a compelling story that drives people to act?
- **Leadership** – Can you inspire others to action, build a team, and make things happen?
- **Relationship building** – Do you work well with business leaders and colleagues, taking a collaborative approach?
- **Quantitative & qualitative analysis** – Do you like to look beyond the facts to their deeper meaning and implications?