

# EMC Marketing Leadership Development Program

## Imagining what's possible is just the first step.

If you're looking to take your ideas further, to make a difference not just in technology, but wherever people live and work—consider the EMC® Marketing Leadership Development Program (MLDP). Through an 18-month rotational program, you'll gain a comprehensive understanding of the EMC marketing organization and wide exposure to many functions within the company. Rotations range from core marketing activities, such as offer marketing and marketing communications, to broader roles, such as technology alliances and strategic planning. Peer mentoring and a comprehensive curriculum of training and development will help ensure your success during and after completion of the MLDP Program.

MLDP brings bright, ambitious, and high-potential future leaders to EMC's marketing organization. The EMC MLDP enables you to gain the functional, operational, and strategic insights necessary to drive EMC's success as you drive your own.

### About EMC

EMC is the world's leading developer and provider of information infrastructure technology. We help organizations of every size around the world keep their essential digital information protected, secure, and continuously available. We combine our best-of-breed platforms, software, and services into high-value, low-risk information infrastructure solutions that help organizations do the following:

- maximize the value of information assets
- improve service levels
- lower costs
- react quickly to change
- protect information from loss
- prevent unauthorized access

“EMC prides itself on hiring and retaining the most talented and skilled employees in the industry. The infusion of the best and brightest talent from the recent graduate pool enables EMC to build a strong foundation for future success. For these select participants, MLDP provides the opportunity to develop leadership skills, build career networks, and learn how to thrive in a fast-paced, rapidly changing environment. This is a premier program that is truly best in class.”

Frank Hauck, Executive Vice President  
EMC Global Marketing and Customer Quality

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where information lives®

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## Timeline

### September–November:

On-campus recruiting events

### Mid-October:

Application deadline followed by prescreening

### Early November:

Candidates identified for interviews

### End of November:

Final interviews

### Early December:

Candidates receive verbal offers

## Candidate Profile

- Undergraduates with a marketing focus
- MBA grads with a technical undergraduate degree
- 3.2/3.5 GPA or better (undergraduate/graduate)
- Extracurricular activities
- Industry experience (0–4 years for MBAs)
- Internship and employment history

## Rotation Assignments

- Global industry marketing & business development
- Strategic alliances
- Strategic planning & advisory group
- Offer marketing
- Marketing communications
- Marketing program management

After completion of the program, you will transition into a full-time role based on your interests, business needs, and skill alignment. This transition is a formal part of the program and graduates have many resources to assist in the process.

“The work experience I gained from participating in the MLDP has been instrumental in building the foundation for my career at EMC. The insight and network gained, along with the knowledge of the marketing organization, have given me a great advantage in my current role. Most importantly, the MLDP has given me a strong foundation for continued success at EMC.”

Shandra Bacher, Business Operations Analyst  
EMC Global Marketing

## Take the next step

At EMC, we proudly promote an atmosphere of high-grade achievement, where employees can always feel comfortable and productive. New ideas are welcome, innovative approaches are encouraged, positive change is embraced, and solid performance is rewarded.

Learn to lead by visiting [EMC.com/college](http://EMC.com/college).

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