



Graduate Program 2016 – Product Marketing Management Track

What is your story...now...in a year...in 2 years?
We want to hear it.

This is ours.

At TomTom you will never get bored. We move fast like a “start-up” but have the benefits of a billion euro company. We design and develop innovative products that make it easy for people to keep moving towards their goals.

And we like to have fun. There is no sense coming to a job everyday if you don’t like the people you work with.

Stay with us, it’s getting even better.

For our world-class Graduate Program 2016, we are looking for tech savvy and passionate Product Marketing Managers:

- Are you dreaming of performing market research and developing market knowledge?
- Do you want to uncover the next big thing for our Accessories and Action Camera?
- Do you have less than 2 years of professional experience but already good stories to tell?
- Do you speak English just like Shakespeare but have an international mindset?

Then our Graduate Program is **YOUR** program.

You will feel like a TomTommer in no time, supported by an entire team of experts from HR to Business leaders.

We will make sure we give you the learning and development tools you need to achieve your goals.

You will really be able to make a difference. As part of the Graduate Challenge, you will work on your own ideas for features, improvements and new products, with the opportunity to see your own input come to life in our products.

With great power comes great responsibility; we will encourage you to have a positive social impact beyond the workplace. How? That’s up to you. Our commitment is to support you with making a great idea happen.

We believe talent comes from everywhere so we will make sure you get the necessary support in case of relocation.

Want to achieve even more?

Here's a little taste of your challenge.

You will:

- Conduct thorough analysis of the environment, competition, and target audience;
- Generate consumer insight that leads to unique consumer benefits, products and or content & services;
- Sharpen existing, and develop new, value and product propositions;
- Be the strategic sparring partner within your product category's marketing team;
- Initiate collateral creation in your product category's product launch and promotional plan.

Sounds like you? We want to meet you!

Apply now and follow us on [LinkedIn](#) to make sure you get the entire picture of our Graduate Program.

We're looking forward to receiving your application in English.

"When is the last time you surprised yourself?" Tell us your story in a cover letter of up to 200 words.

Pre-employment verification as well as phone interviews and online assessments are part of the following selection process:

