

Category	Commercial Excellence	Global Business-Diagnostics	Global Business – Hearing Care
Core purpose	Drive business growth by improving how Demant Wholesale (B2B) sells, prices, and engages customers through data-driven insights and process optimization.	Shape the strategy, operations, and marketing of Demant's Diagnostics (B2B) business area, supporting global efficiency and transformation.	Analyze sales and marketing performance across retail markets to identify opportunities for growth.
Work environment	In-house consultancy in a flat, international setting with close collaboration across markets and teams.	Global, cross-functional collaboration in an inspiring and purpose-driven environment across marketing, operations, and strategy.	Dynamic consumer retail environment in an International HQ office working with colleagues from more than 20 nationalities, and with close frequent interactions with our 25 markets.
Key focus areas	Sales Excellence and Execution Strategic Pricing Commercial Training Process Optimization	Global Strategic Marketing Global Operations Strategy Management Transformation Projects	Data & Analytics Consumer Journey Insights Sales & Marketing Excellence Local Market Implementation
Typical projects	Conduct commercial assessments, identify best practice gaps, develop commercial tools, and embed new sales processes.	Support global marketing plans and product launches, optimize supply chain efficiency, and contribute to strategic transformation initiatives.	Analyze marketing and sales KPIs, optimize consumer journeys, and implement global strategies in local markets.
Rotations	3 Rotations + 1 Final project: 1st Rotation (HQ): Sales Excellence , Strategic Pricing, Commercial Training 2nd International Rotation (6 months in a local market) - past destinations included US, CA, AU, JP, KR, TR 3rd Rotation (HQ): Tailored based on a dialogue between the graduate and the Track Manager, with options across ComEx, Wholesale, or other functions. Final Project (6-weeks in a local market)	3 rotations across global functions (option for international assignment in marketing or operations): Global Strategic Marketing Global Operations Strategy Management	3 Rotations: Analytical role in HQ Excellence Manager role in HQ Excellence Manager Role in local markets (US, CA, AU, UK, FR & DE)
Skills development	Quantitative and qualitative analysis, commercial insight, problem solving, stakeholder management, and consulting mindset.	Strategic thinking, operational excellence, cross-functional collaboration, and global business understanding.	Data analytics, strategic management, commercial execution, operational excellence, and project management.