

# Marketing Intern

## Who we want

**Challengers.** People who seek out the hard projects and work to find just the right solutions.

**Teammates.** Partners who listen to ideas, share thoughts and work together to move the business forward.

**Charismatic networkers.** Relationship-savvy people who intentionally make connections with both internal partners and external contacts.

**Strategic thinkers.** Interns who propose innovative ideas and consistently exceed their performance objectives.

**Customer-oriented achievers.** Individuals with an unparalleled work ethic and customer-focused attitude who bring value to their partnerships.

**Game changers.** Persistent interns who will stop at nothing to live out Stryker's mission to make healthcare better.

## What You Get Out of the Internship

Stryker, a global leader in medical technology takes great pride in their people, and that's why we're looking to expand our talent. As a result, we are looking for the best and brightest students to strengthen our team and drive our business going forward. Stryker marketing interns will get to:

- Apply classroom knowledge in a fast-paced and growing industry setting
- Impact the development and manufacturing of cutting edge products
- Implement new ideas, be constantly challenged, and develop your skills
- Complete projects that revolve around medical education, marketing/operations, brand management, and portfolio management
- Network with key/high-level stakeholders and leaders of the business

## Opportunities Available

As a Marketing intern at Stryker, you will be placed in one of the following teams:

### Downstream Marketing

- Participate in key commercialization activities such as developing campaigns, messaging, positioning
- Gain field experience with sales members and surgeons operating in the US
- Gather customer insights to aid in the creation and validation of various statements, campaigns and commercial models in order to help achieve results
- Learn and practice the Big Picture Marketing framework in order to build structure to marketing activities into the future

### Upstream Marketing

- Participate in product development activities and strategic marketing initiatives in order to build the future of Stryker products
- Manage projects between R&D, Marketing, and customer insights to help make decisions that align with customer needs
- Learn and practice the Big Picture Marketing framework in order to build structure to marketing activities into the future

# Marketing Intern

## Marketing Communications

- Liaise with internal and external entities to develop marketing collateral to be used in customer-facing interactions
- Ensure brand consistent company and product messaging and accessibility to communication efforts for product launches to deliver results
- Assist in the implementation and execution of Stryker's communication strategy, including web, advertising, direct marketing and sales force communication efforts to drive our business
- Assist in implementation and execution of all trade shows and sales meetings to engage our external customers and internal team

Majors Targeted: Marketing, Business, Business Management

## What You Need

- Currently working on completion of Bachelor's degree in related field or equivalent; we will only consider students who plan to be enrolled in a degree-seeking program after the summer
- Cumulative 3.0 GPA or above; must be the case at the date of hire and also will be verified during background check in the spring
- Must be permanent resident of the U.S. or U.S. citizen
- Excellent written and verbal communication skills
- Strong organizational, problem-solving, and analytical skills; able to manage priorities and workflow
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm
- Ability to exercise independent judgment
- Proficient on basic computer programs: Microsoft Excel, Word, PowerPoint
- Proven leadership and business acumen skills
- Proven ability to handle multiple projects and meet deadlines
- Strong interpersonal skills

## Position Snapshot

Requisition ID#: XXXXXBR  
Job Title: Marketing Intern  
Business Function: Marketing  
Division: Endoscopy  
Business Unit: Sports Medicine  
Location: Denver, CO

“This is an amazing place to work! Our culture is a result of our employees’ dedication and passion.”

Kevin A. Lobo,  
Chairman and CEO

## The company

Stryker is one of the world’s leading medical technology companies and together with our customers, we are driven to make healthcare better. The Company offers a diverse array of innovative medical technologies, including orthopaedics, medical and surgical, and neurotechnology & spine products to help people lead more active and more satisfying lives. Stryker products and services are available in over 100 countries around the world. For more information, please visit our website at [www.stryker.com](http://www.stryker.com).

In March 2016, Stryker Corporation (NYSE:SYK) announced that for the sixth consecutive year has been named as one of the 2016 FORTUNE 100 Best Companies to Work For ranking 21 out of 100.

## Our mission

Together with our customers, we are driven to make healthcare better.

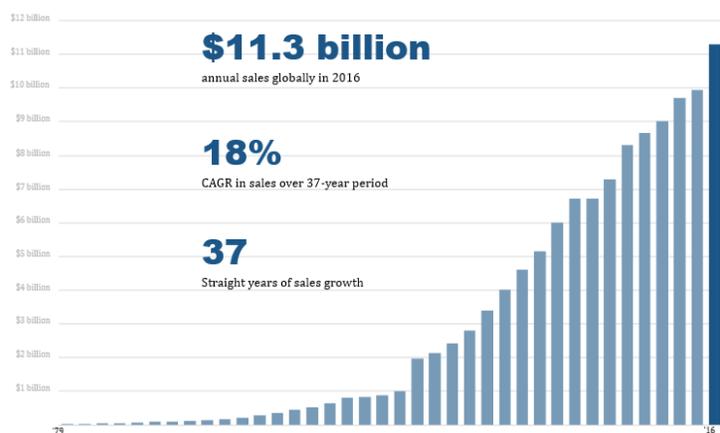
## Awards



## At a Glance

<b>#287</b> on FORTUNE 500	<b>S&amp;P 500</b> included in the Standard & Poor's 500 Index	<b>\$11.3B</b> in annual global sales in 2016	<b>~33,000</b> employees worldwide in 2016
<b>37</b> straight years of sales growth	<b>100+</b> countries where Stryker products are sold	<b>44</b> manufacturing and research & development locations worldwide	<b>4,898</b> patents owned globally in 2015

## Financial Summary



Non-GAAP financial measure. See the reconciliation of GAAP Diluted Net Earnings Per Share to Adjusted Diluted Net Earnings Per Share in the appendix.