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# Sensata Technologies: Product Marketing Internship 2022



Pearl Pullan

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*“...interviewers were looking for passion and interest in me rather than technical knowledge...”*



# Sensata Technologies

## Company — Sensata Technologies

**Role — Product Marketing Intern**

**When did you begin applying — December 2021**

**Which platform did you apply through for this job — LinkedIn**

**Number of rounds — 2**

### **Round 1**

Impromptu screening call

**Duration:** 10 min

**Role of the interviewer in the company:** University Recruiter (HR)

**Questions asked by the interviewer -**

- Why did you apply to Sensata? What do you know about the company?
- What experience do you have with respect to this role?
- Do you think you have the right background for this role?
- Where did you find out about this opening?

**Questions I asked -**

None. They said they would schedule a call for further interview processes.

**Duration before mail for next round** – Recruiter scheduled a meeting with Hiring Manager 2 days after screening call

## Round 2

Main interview with Hiring Manager

**Duration:** 30 min

**Role of the interviewer in the company:** Global Segment Marketing Director – Industrial Solutions

**Questions asked by the interviewer -**

- Why Sensata? What do you know about this position?
- What makes you think you'd be right for this role?
- Have you worked on any projects in college? Run through the problem, solution and impact.
- What is product management and how is it different from product marketing?
- What are your strengths and weaknesses?
- Tell me about a time you had to lead a team.

- How are you with time management? Have you worked with tight deadlines before?
- Towards the end, I was asked to pick among four projects and provide reasoning as to why I chose it.

### Questions I asked -

- How is Sensata coping with the global chip shortage?
- How much of this role would involve product management responsibilities?
- How is Product Marketing different from Product Management at Sensata?
- What would be my scope of work with chosen project?
- What are the other projects running right now?

**Duration before mail for next round – Received offer letter next day**

### Final thoughts

#### Interview preparation and Process -

The interview process was smooth and seamless with no ambiguity. Instructions were clearly communicated and followed up in timely manner. To me, it seemed like the interviewers were looking for passion and interest in me rather than technical knowledge.

I had not prepared for the interview as such, but I did brush up on keywords and terminologies within Product Management and Product Development, which helped me grab the interviewers' attention. What helped me the most is the Digital Product Design & Management course(EMGT 7374), which I had taken up at Northeastern University. Working on the assignments, projects and regular class discussions automatically helped me gain the right preparation for this interview. I feel I was equipped for the interview since I was a part of the Aspiring Product Managers Club. Being an active participant in APMC workshops, events, interview preparations and their Product Protothon helped me gain insight into the realm of Product Management and the industry interview process.

## Company Overview -

Sensata has a great work-life balance. The company expects interns to come up with feasible solutions and run projects independently like full-time employees. The projects you contribute to would solve real problems within the organization and for their customers. You would be able to see the outcome of your efforts from the beginning. The workforce is kind, supportive and cooperative. Moreover, the intern program is well laid out with many intern and team-building activities which boosts collaboration and trust. Overall, I am having a great time interning here at Sensata. If you have any questions, feel free to ping me :)

Experience shared by Pavan Kumar

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Interview Questions



## Written by Pearl Pullan

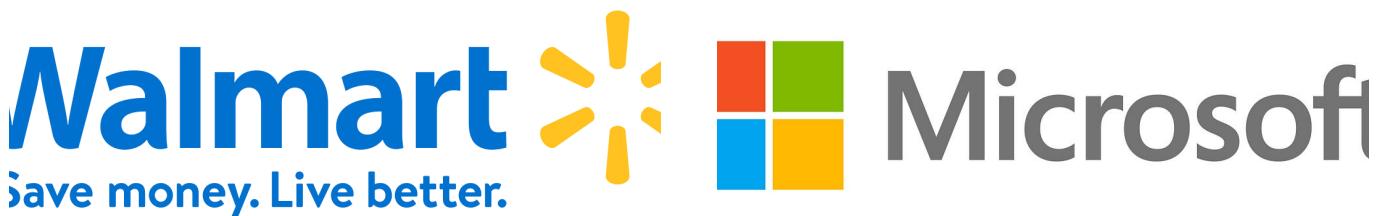
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