Manager, Cross Carline Product Line Management | Candidate Assignment

*Note: reference data for Part 2 and Part 3 included in separate Excel file*

Part 1 (3 minutes)

* On a slide, tell us something interesting about you - education, career, and/or hobbies.

Part 2 (20 minutes)

* Background
  + Imagine you are asked to assess the Kona ICE model in-market performance and prepare for the next monthly Product Review Meeting (PRM) with top management where recent sales performance of each model will be reviewed, and forward plans fine-tuned.
* Assignment
  + Using the provided Kona ICE data, develop a short presentation (approximately 5 slides) that:
    - Analyzes Kona ICE’s performance in Jan 2021 (month-over-month and year-over-year as data permits); focus on what happened and why.
    - Leverages data reporting structures optimized for Executive audiences
    - Provides specific recommendations for Feb 2021 and beyond to improve retail sales/retail share/profit objectives (be strategic & use quantitative evidence to support recommendations where applicable).

Part 3 (20 minutes)

* Background
  + You have been tasked with providing data-driven insights to assist Hyundai implement an effective Tesla Conquest strategy
* Assignment
  + Develop a short presentation (approximately 5 slides) that:
    - Outlines your intended approach/project framework
    - Documents relevant stakeholder inputs and data requirements
    - Explores external data to the extent possible
    - Summarizes any key findings or recommendations

Notes

* **Please email your presentation in advance of your interview and if possible, be prepared to project/share during our virtual meeting (we can also project/share for you).**
* Prepare to walk through the rationale for your analysis and recommendations.
* You may use external data in addition to what is provided for this assignment. If there is specific data that you believe would help in your analysis, please reach out to request it from us.
* You may use a BI tool or visualizations of your choice to demonstrate information for either part of the presentation.
* You will have approx. 45 minutes to present at the beginning of your panel interview.

Thank you for your interest in the PLM Cross Carline Senior Manager position. We look forward to your presentation and meeting with you!