



**GROUPE SEB**  
**GRADUATE**  
**PROGRAM**

**6 POSITIONS FOR  
OCTOBER 2021**



# GROUPE SEB GRADUATE PROGRAM

Tefal, T-Fal, Krups, Lagostina, Rowenta, Moulinex, SUPOR, WMF, Arno, Emsa, All-Clad... These brands are part of the daily life of millions of consumers in more than 150 countries. With 34,000 employees and €6,9 billion sales in 2020, Groupe SEB is the leading worldwide manufacturer of small domestic appliances and cookware thanks to the strength of its brands, its drive for innovation, its international growth, and its vision for the future.

Groupe SEB commits to have a socially equitable policy (diversity and inclusion, quality work environment, health & safety...) while developing actions with a positive impact on society and the environment (circular economy, fight against climate change, community engagement...)

The Graduate Program is a unique opportunity to boost your career and become a permanent employee of a fast-expanding international Group willing to invest in your ability to grow. Discover all dimensions of a global company, based at French Headquarters and in international locations, enriching your experience in your chosen field.

Over the first 24 months, our Graduate Program will help you carry out 3 complementary assignments in 3 countries and will prepare you for positions that have a stronger impact on our organization.

## 5 REASONS TO JOIN OUR GRADUATE PROGRAM:

- ✓ A permanent position with an attractive compensation package
- ✓ Get to know the various departments, work in international teams, and develop an extensive network
- ✓ Participate in an enriching personal experience through a selective recruitment program
- ✓ Be a part of the Graduate community
- ✓ A springboard for your career at Groupe SEB



## RECRUITMENT PROCESS:

**Stage 1:** Apply on our career website [www.groupeseb-careers.com](http://www.groupeseb-careers.com) before June 21<sup>st</sup>, 2021.

**Stage 2:** If you meet the program criteria, you will be contacted for a first Digital interview

**Stage 3:** If you progress in the recruitment process, you will have another Digital interview with our HR team

**Stage 4:** If you are among the candidates selected in the first round, you will be invited to attend a special Virtual Recruitment day early July with your future managers and HR teams.

**Stage 5:** Applicants that are successful in the interviews and the Assessment Center will then be offered a position to join the Groupe SEB Graduate Program.

**Stage 6:** Beginning of the Graduate Program: October 2021!

## DO YOU WANT TO SHAPE YOUR FUTURE WITH US?

Submit your application in English as soon as possible!

For any enquiries regarding your application, you can send an email to [graduateprogram@groupeseb.com](mailto:graduateprogram@groupeseb.com)



↑ LET'S COOK  
YOUR FUTURE!

# Groupe SEB - Graduate Program

## E-COMMERCE & DTC

### WHY THIS GRADUATE PROGRAM?

E-Commerce accounted for 35% of Groupe SEB's sales in 2020 and the Group has set a clear ambition to double its online business in the coming years. To do so, we decided to accelerate our E-Business Plan focusing on different pillars: E-Retailers, Pure players, Direct to Consumer Marketplaces, our own Brand.com DTC websites and Digital Native Vertical Brands... Our goal is to develop new business models to contribute to profitable growth, boost consumer engagement and improve shopper experience.

This Graduate Program will give you the opportunity to hone your digital skills and discover our E-Commerce challenges from the Headquarters and in two other important markets.

### YOUR MISSIONS:

#### ▪ **Mission 1: E-Commerce & DTC Project Manager (Ecully, France) – 12 months from October 2021**

You will be based in our Headquarters and more specifically in our EMEA Commercial department. The team members lead our commercial strategy, our trade terms policy, the definition of the guidelines of our offer by key customers, and the strengthening of our sales practice. They also drive pilots with strategic retailers, to jointly reinvent the way we are engaging shoppers and to boost our ability to create value.

Your mission will be focused on 2 key areas.

**From E-commerce perspectives the missions will be:**

- E-Commerce performance monitoring: Support the team to identify on a weekly level the key markets and products that are not performing and highlight where corrective actions need to be implemented
- E-Retail Excellence monitoring: Support the team to challenge the markets on the Digital Shelf scores (Profitero) and work with them to build concrete action plans to improve the performances
- Competitive benchmarking: Do a complete audit on key competitors to support the team to refine Groupe SEB's strategies in 2022

**From Direct to Consumer perspectives, your role will be to support the acceleration of DTC in EMEA focusing on brand.com:**

- With the support of the DTC Project Lead, optimize the conversion on the brand.com by analyzing the performances, identifying the major gaps and opportunities, and proposing corrective actions
- Coordinate with the agency and the different partners the optimization on the website to maximize the conversion rate
- Act as a support to the DTC Market Coordinator in the relationship with markets to support DTC business acceleration on all 4 key priorities (product availability, pricing and promo activation, conversion rate optimization and traffic)

▪ **Mission 2: Project Manager (Milan, Italy) – 6 months**

You will be based in Groupe SEB Italy, one of our major EMEA markets to focus on in terms of online business growth. The country launched its first DTC website rowenta.it in 2020 with new E-commerce functionalities (Payment solutions and promotional modules, Tracked parcels management, Consumer care specific process...). In this context, your role will be to improve our online sales.

Your missions will be focused on one or more online business channels (DTC, Pure players, Click & Mortar...).  
You will:

- Contribute to the implementation of the commercial policy for the channel to maximize the results in terms of turnover, margins, liquidity, stock, market share
- Cooperate with Marketing and Digital teams to define and develop consumer activation plans (promo plan, acquisition & engagement/loyalty)
- Analyze performances and suggest optimizations

▪ **Mission 3: To be defined – 6 months**

The final 6-month assignment will be a real opportunity for you to consolidate your skills, acquire a cross-company vision of a role and identify your next position within Groupe SEB.

Depending on Groupe SEB's E-Commerce strategy and DTC roadmap, local contexts at the time, and the development of your skills, we will define the third mission during the year 2022. You could be based in or out of Europe.

**MANDATORY REQUIREMENTS:**

- Graduated with a master's degree or equivalent in 2019, 2020 or 2021
- No more than 2 years of professional experience (internships and apprenticeships excluded)
- Previous study period or work experience outside your home-country
- International mobility
- Fluent in English
- Knowledge of French and/or Italian would be considered a plus

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# Groupe SEB - Graduate Program

## FINANCE

### WHY THIS GRADUATE PROGRAM?

Groupe SEB is known for the quality of its management and for fulfilling its commitments to all financial stakeholders. Such a reputation is strengthened every day through our role as a dedicated Business Partner supporting all the Group's business functions. Understanding the strategic direction, constraints and projects of each team is essential for us to help them achieve the Group's goals under the best conditions possible. This is made possible by anticipating risks and optimizing financial performance. It is because we are committed to our values and brands that we strive every day to build and preserve a sound financial situation to enable Groupe SEB to continue to grow throughout the world.

This Graduate Program will allow you to discover our Controlling functions at different levels (Business Unit, Market, Plant...). You will participate in the definition and deployment of the Group's guidelines in terms of long term business objectives, cost effectiveness, budget and financial forecast process, control environment and projects assessment

### YOUR MISSIONS:

#### ▪ **Mission 1: Junior Controller BU SDA & Research (Ecully, France) – 12 months from October 2021**

You will be based at our Headquarters and join the Business Unit Small Domestic Appliances (8 manufacturing facilities, 3 R&D centres). You will be responsible for providing all sets of accurate data helping management in strategy and operational choices.

#### Reporting to the SDA Controlling Manager and focusing on our facilities, you will:

- Take part in monthly closures and be involved in the budget operational management and its follow-ups
- Ensure appropriate data collection and their update in the systems
- Support forecasting and issue regular reportings to operational managers
- Perform financial analysis on our projects (product launches, industrial changes, risks evaluation...)
- Cooperate with local controllers in France and abroad
- Suggest improvement to existing reportings and analysis to better support management decisions

#### More specifically, you will also be involved in two major controlling projects:

- Set up an industrial dashboard for all our SDA locations to provide a better overview of our activities and ease our reporting processes (OS Industry)
- For the Research department: carry on the physical inventory of our assets according to the Group policies



▪ **Mission 2: Financial Controller (Warsaw, Poland) – 6 months**

You will be based in Groupe SEB Poland and will work as a Financial Controller.

You will join either the Finance Team in charge of the Polish Market or in the Shared Service Center providing Accounting, Treasury and Reporting services for our legal entities in Eastern Central Europe. You will:

- Participate in the month and year closure
- Report the financial data of the company
- Support the budgets and forecasts preparation
- Maintain master data in the systems
- Create and improve procedures, instructions and spreadsheets
- Cooperate with Audit and Accounting departments and Local Financial Managers

Depending on the team chosen, the mission will vary.

▪ **Mission 3: To be defined – 6 months**

The final 6-month assignment will be a real opportunity for you to consolidate your skills, acquire a cross-company vision of a role and identify your next position within Groupe SEB.

Following your first 2 assignments, the objective will be for you to discover another role within a Finance department (Industrial Controller, Financial Analyst...). Depending on local contexts at the time and the development of your skills, we will define the third mission during the year 2022. You could be based in or out of Europe.

**MANDATORY REQUIREMENTS:**

- Graduated with a master's degree or equivalent in 2019, 2020 or 2021
- No more than 2 years of professional experience (internships and apprenticeships excluded)
- Previous study period or work experience outside your home country
- A first experience in Controlling will be considered as an advantage
- International mobility
- Fluent in English
- Knowledge of French is preferable

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# Groupe SEB - Graduate Program

## INDUSTRY

### WHY THIS GRADUATE PROGRAM?

At Groupe SEB, we know that a mastery of innovation and our technologies, together with meeting our requirements in terms of safety, quality and respect for the environment, is possible thanks to us keeping manufacturing in house. This strategic choice has for consequence a rise in the level of requirements in terms of industrial performance in order to ensure the best level of competitiveness. The number of sites, due to the different acquisitions and the Group's history, requires a unique and common approach toward operational excellence in order to promote consistency and transfer of standards and best practices across the 41 Group's industrial sites.

As the world reference in small domestic appliances, the Group has created a continuous improvement system: Operation Performance SEB (OPS), designed to ensure Operational Excellence by combining health with performance, using a shared language and reference system, involving the entire Group, developing skills, sharing best practices, and creating value. This Graduate Program will prepare you for future industrial roles within the company (Industrial Performance Manager, OPS Manager, Team Leader, Production Manager...)

### YOUR MISSIONS:

▪ **Mission 1: Industrial Performance Manager (Ecully and industrial sites, France) – 12 months from October 2021**

Placing people at the heart of the performance system, The OPS program has always been working on building up the group's production facilities and making them more competitive. Today, OPS Version 3 aims at optimizing the end-to-end supply chain and accelerate the flows to meet customer expectations (more added value, better quality and service, and shorter lead time).

The fundamentals of OPS V3 are based on the systematic identification of Non-Added Value, the visualization of performance by Short Interval Management (SIM) and the allocation of corrective actions to eliminate NVA.

We have launched 2 pilots in France and we expect to extend to other plants in the coming years.

Reporting to the Group Industrial Performance Manager based in Ecully, you will spend several months in our Pont-Evêque Linen care industrial hub located 45 min from Lyon. The site mainly produces irons and steams generators. You will also work in Rumilly (next to Annecy) where we produce pots, pans and kitchen electrics products.

Working closely with local OPS Managers, you will help improve the sites' industrial performance by participating in different steps of the Transformation Plans defined. You will work on the introduction of continuous improvement systems in the sectors previously identified during the diagnosis phase.

Depending on the priorities, you could also have some projects in Mayenne (next to Laval).



You will:

- Play an active role in different continuous improvement projects and workshops
- Propose approaches (tools, methods, training etc.) to allow an increase in maturity
- Work closely with the other industrial teams to make sure we fulfill Quality, Costs, Deadline, Health, Safety, Involvement of staff and Environmental requirements.
- Promote an approach towards continuous improvement through communication and actions to raise awareness

NB: The missions described above will be refined and adjusted by the beginning of your assignment.

▪ **Mission 2: Industrial Performance Manager (To be defined)**

**Building on the skills gained in first experience, you will continue to develop your skills in one of our subsidiaries. The location will be decided according to roll-out of OPS V3 in our plants and you could for instance be based in Germany, Egypt, Vietnam...**

Depending on the schedule, you will be involved in one or more continuous improvement projects (implementation of production management systems, material handling and flows optimization, elimination of non-added value tasks...)

▪ **Mission 3: To be defined – 6 months**

The final 6-month assignment will be a real opportunity for you to consolidate your skills, acquire a cross-company vision of a role and identify your next position within Groupe SEB.

Following your first 2 assignments, the objective will be for you to discover another role within one of our plants. Depending on local contexts at the time and the development of your skills, we will define the third mission during the year 2022. You could be based in or out of Europe.

**MANDATORY REQUIREMENTS:**

- Graduated with a master's degree or equivalent in 2019, 2020 or 2021
- No more than 2 years of professional experience (internships and apprenticeships excluded)
- Previous study period or work experience outside your home country
- International mobility
- Fluent in French and English
- Knowledge of German would be considered a plus

**DO YOU WANT TO SHAPE YOUR FUTURE WITH US?**



**APPLY NOW!**

# Groupe SEB - Graduate Program

## INFORMATION SYSTEMS

### WHY THIS GRADUATE PROGRAM?

Information Systems teams are responsible for implementing the Group's digital engagement plan. With 31 brands, more than 100 subsidiaries and 41 industrial sites, there is no shortage of challenges for IS! From "data science" to simplifying our working methods and promoting our brands, we are constantly looking for new solutions to bring value to the Group. To do this, we are always in tune not only with the needs of our organizations and business functions but also with innovative solutions available on the market.

In a rapidly changing world, we have the opportunity to learn every day to prepare us to meet new challenges. By increasing interaction with our internal customers and external partners, we are able to provide the most innovative solutions that are fully aligned with the Group's needs.

The goal of this Graduate Program is to train an IT Talent who will be able to evolve quickly within the Group thanks to through three different assignments. Your first 2 missions will be for the IS Business Intelligence and Data Domain.

### YOUR MISSIONS:

#### ▪ **Mission 1: Junior Data Project Manager (Ecully, France) - 12 months from October 2021**

**To develop its online sales, Groupe SEB started 2 years ago an acceleration on "Direct To Consumer" (D2C) strategy, by launching its own e-commerce websites to sell products. Monitoring the performance of D2C activity is a key stake.**

As a Junior Project Manager, your mission will be to support the Project Manager on the D2C Performance Monitoring project. The main streams of the project are:

- Organize Data Collection from main countries initiatives
- Consolidate Data in a performance Dashboard
- Manage evolutions of the Dashboard for valuable business insights

You will contribute in the project execution:

- Prepare and co-animate project committees
- Organize roadmap and backlog of tasks, at corporate and local level
- Animate business workshops to understand local systems and analyze corporate/local KPIs needs
- Communicate on progress and new features
- Prepare demonstrations and training if needed

You will work in close collaboration with the internal IS teams in different areas, the corporate D2C E-commerce & Marketing business team and the countries who have been selected as main D2C initiatives.

▪ **Mission 2: Junior Data Scientist (Geislingen, Germany) – 6 months**

Groupe SEB is improving his Professional Coffee Machine (PCM) activities, across his brands WMF, Wilbur Curtis and Schaerer and his markets in USA, Europe and China.

You will be based in Geislingen and work for the WMF Professional Coffee Machines business.

Your mission will be to support the Data team on the main activities of the team:

- Digital Platform: a new datalake with the telemetry of the 80,000 machines around the world
- Service 4.0: predictive maintenance and monitoring of services projects

As a Junior Data Scientist, your role will be focused on data projects:

- Data collection for the Digital Platform
- Data Science projects for the predictive maintenance
- Data Visualization to provide PCM insights for Business stakeholders

▪ **Mission 3: To be defined – 6 months**

The final 6-month assignment will be a real opportunity for you to consolidate your skills, acquire a cross-company vision of a role and identify your next position within Groupe SEB.

Following your first 2 assignments, the objective will be for you to discover another role within the IT Department. Depending on local contexts at the time and the development of your skills, we will define the third mission during the year 2022. You could be based in or out of Europe.

**MANDATORY REQUIREMENTS:**

- Graduated with a master's degree or equivalent in 2019, 2020 or 2021
- No more than 2 years of professional experience (internships and apprenticeships excluded)
- Previous study period or work experience outside your home country
- International mobility
- Fluent in English
- Knowledge of French and/or German would be considered a plus

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# Groupe SEB - Graduate Program

## MARKETING

### WHY THIS GRADUATE PROGRAM?

From creating innovative products and services to the shopping experience at the retailer, we are committed every day to improving the lives of consumers and shoppers around the world. We rely on the history of our brands and the commitment they generate to build innovative approaches, develop loyalty, and attract new consumers. The diversity of our distribution channels, the breadth of our product line and the depth of our brand worlds provide an inexhaustible source of inspiration. Joining Marketing means collaborating with passionate teams who put their creativity, talent and energy to work, improving the everyday lives of millions of households.

This Graduate Program will give you the opportunity to discover or reinforce your knowledge in different areas within Marketing thanks to three different assignments.

### YOUR MISSIONS:

#### ▪ **Mission 1: Project Product Manager (Ecully, France) - 12 months from October 2021**

**Based in our Headquarters, you will join our Strategic Business Unit Kitchen Electrics and more specifically the Cooking teams. BUs are in charge of designing and providing business drivers: category strategy at a global scale and per geography, product & service offer, consumer experience (including content and communication). Strategic Marketing responsibility is therefore strengthened, in particular by piloting the creation of contents (including advertising contents), markets being responsible for their activation.**

Food trends show that meals habits are changing. Meals become more destructured and Millennials do not necessarily value traditional meals but are very keen on sharing convivial meals with friends.

As a Project Product Manager (Strategic Marketing) for the Contact Cooking category and reporting to the International Product Director, you will:

- Lead a highly strategic product development targeting the Millennials with an innovative distribution channel
- Analyze and identify consumer habits and needs, participate in creative workshops and develop new pillars of growth
- Manage the operational implementation of the projects: marketing specifications needed for the products, packaging, logistical data
- Help renewing existing products or propose and develop innovations in close collaboration with R&D teams
- Participate in different side projects like helping manage sustainable projects for the Business Unit
- Act as a facilitator to support our KRAMPOUZ and WMF product developments

▪ **Mission 2: Product Manager (Stockholm, Sweden) – 6 months**

You will work for Groupe SEB Nordic which develops, distributes and sells products under the brand name OBH Nordica and distributes and sells products under the brand names Tefal, Krups and WMF (and to a smaller extent, Rowenta, Moulinex and Lagostina). The Nordic Marketing department is structured by category and plays a key role in developing the business through being the link between the Groupe marketing functions and the local markets when it comes to products and marketing activities. The market is intensively competitive on both the supplier and retailer sides and key business drivers are launch of new products, innovations, and marketing activities both ATL & BTL.

As a Product Manager (Operational Marketing), your role will be to develop and implement product and marketing strategy plans in the four Nordic markets under Groupe SEB's guidelines, and constantly look into new business and product opportunities to grow the category you'll be in charge of (kitchenware, electrical cooking...). You will:

- Understand consumer insights, market trends, and shopper behavior
- Develop marketing strategies and define key communication plans using international guidelines when available
- Define and manage assortment and pricing together with Business Units and local sales teams
- Support Key Account Managers on building promotion plans with key customers, and participate in customer meetings when appropriate
- Manage product launches and build the selling story for use by KAMs
- Train key stakeholders on our products
- Help in monitoring budget allocations, supply chain and production limitations and their impact on product availability

▪ **Mission 3: To be defined – 6 months**

The final 6-month assignment will be a real opportunity for you to consolidate your skills, acquire a cross-company vision of a role and identify your next position within Groupe SEB.

Following your first 2 assignments in Strategic Marketing and Operational Marketing, the objective will be for you to discover another role within a Sales or Marketing department (Digital Project Manager, E-Catman, E-KAM...). Depending on Groupe SEB's Digital/E-Commerce strategy, local contexts, and the development of your skills, we will define the third mission during the year 2022. You could be based in or out of Europe.

**MANDATORY REQUIREMENTS:**

- Graduated with a master's degree or equivalent in 2019, 2020 or 2021
- No more than 2 years of professional experience (internships and apprenticeships excluded)
- Previous study period or work experience outside your home-country
- International mobility
- Fluent in French and English

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# Groupe SEB - Graduate Program

## PURCHASING

### WHY THIS GRADUATE PROGRAM?

By being both enablers and creators of value, our Purchasing teams play a decisive role in the Group's performance. The organization of Purchasing has recently evolved to boost the function's contribution, enhancing both our competitiveness and the Group's competitive edge. The Purchasing Department has a strategic role with following core missions: Managing and coordinating purchasing activities in the development of new products and innovation, and strongly contributing in the optimization of our expenses and the achievement of a manufacturing productivity rate of nearly 3% a year. Ultimately, the Purchasing organization is in charge of managing the purchasing risks exposure (supply chain shortage, supplier financial failure, compliancy...)

This Graduate Program will give you the opportunity to work in the Indirect Purchasing Department during two years. This department is divided in two groups of teams:

- The teams responsible for global categories are in charge of the definition of panel strategies and centralized projects. They are the key partners of the centralized functions (Marketing, IT, Supply, etc.).
- The regional clusters are in charge of local categories, organized by geographical scope and are responsible for projects specific to their scope and/or country. They are the key partners of the local teams and may contribute to the implementation of global projects and strategies.

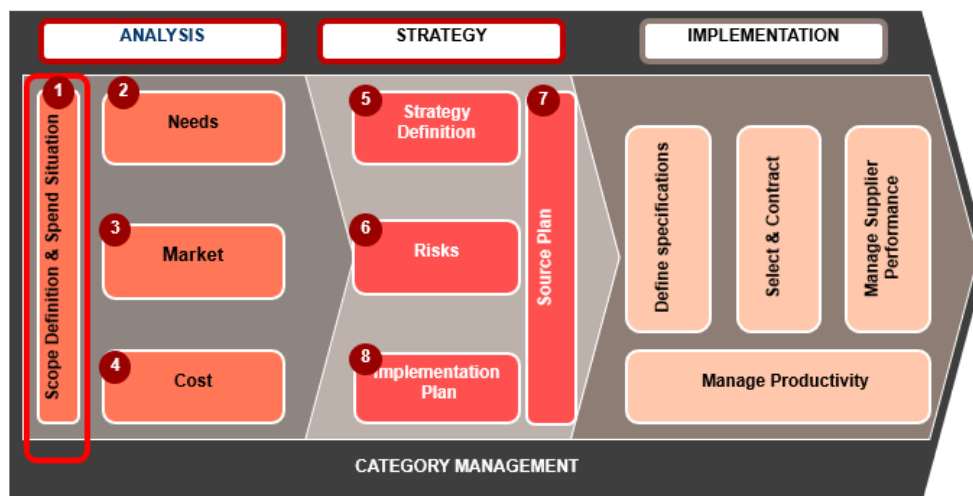
### YOUR MISSIONS:

#### ▪ **Mission 1: Purchasing Category Leader (Ecully, France) - 12 months from October 2021**

For some specific purchasing categories such as Marketing, you will support the team on building the new content agency strategy, defining and clarifying the needs, select the right vendors, supported by tender process and supporting strategy implementation within EMEA Teams to contribute to the competitiveness and business stakes of Groupe SEB.

For some G&A (General & Administrative) categories, you will analyze and clarify the needs and the market to create and deliver an innovative G&A procurement strategy.

You will support the team on defining the strategy and targeted Panel, by considering the key steps below:





▪ **Mission 2: Indirect Regional Buyer (Barcelona, Spain) – 6 months**

Your role will be to set up, promote and develop Indirect Purchasing by addressing the spends to generate productivity and mitigate the risks. You will:

- Map the spends
- Clarify and challenge the needs
- Assess some key potential suppliers, based on quality, service and cost
- Drive the tender process
- Select the most relevant vendor and lead contract negotiation and signature
- Implement purchasing processes and reinforce collaboration with Buyers located in France / HQ

▪ **Mission 3: To be defined – 6 months**

The final 6-month assignment will be a real opportunity for you to consolidate your skills, acquire a cross-company vision of a role and identify your next position within Groupe SEB.

Following your second mission as Indirect Regional Buyer, the objective will be for you to have the same role but in Asia (based in Japan or another country). Depending on local context and the development of your skills, we will confirm the third mission during the year 2022.

**MANDATORY REQUIREMENTS:**

- Graduated with a master's degree or equivalent in 2019, 2020 or 2021
- No more than 2 years of professional experience (internships and apprenticeships excluded)
- Previous study period or work experience outside your home-country
- Previous experience in a Purchasing Department
- International mobility
- Fluent in English
- Knowledge of French or Spanish would be considered a plus

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