

Lehigh in Belgium 2009 Marketing Practicum Profile Wendy Szczerbiak

Honeywell

Honeywell is a global, high-tech, U.S. based Fortune 100 Company that serves markets in diverse business sectors including: Aerospace, Transportation Systems, Automation and Control Solutions, and Specialty Materials.

During my internship (stage) in Leuven, Belgium, I worked in the Specialty Materials Division which is a global supplier of highly functional polymer materials such as: specialty waxes, adhesives, sealants, and additives. These polymers are used in a broad range of industrial, consumer, and military applications.

As an intern, I was able to directly apply my marketing research skills acquired in the classroom to an underserved market that the Specialty Materials Division was looking to penetrate. My specific task included developing a market segmentation template for this new division of Honeywell; which required both creativity and a detailed analytical approach. The experience was both challenging and rewarding as I acquired in-depth knowledge of an industry in which I had no prior knowledge.



Julien Soulet

Regional Business and Marketing Manager



Name: Wendy Szczerbiak

Graduation Date: May 2010

Major: Marketing & Finance

Minor: Philosophy

Skills:

Conversational Spanish
Former Division I College
Basketball Player