This summer I was privileged with the opportunity to be a marketing intern with John Deere in the Construction and Forestry Division in the pricing department in Moline, Illinois. Throughout the summer I have learned about construction and forestry equipment, how to analyze pricing data, and how marketing plays a key role in the success of the equipment that John Deere produces. My internship experience broadened my perspective to what future goals I have for myself. The projects I participated in this summer were challenging, but proved that many of the things that I am learning in school are and will be used in the future.

This summer I was in the pricing department for Construction and Forestry. At Deere the pricing system is based off of value. What price would the customer value our equipment at, instead of basing our equipment around the total cost of the product. With the equipment being value based, the way data is gathered and analyzed separates Deere from competitors. Analysts are able to take different sources of data and take them to a granular view to see where we need to improve, or where we need to give credit to. The pricing department can be viewed from 3 different angles, discounts and incentives, publications, and pricing. These three aspects have different moving parts, but tie all together in the end. My project list had projects from all three sides of the department, which is something that I greatly appreciate because I was able to learn and participate in a variety of impactful meetings and decisions for the success of a product and the company.

The project under the discounts and incentives bracket of my project list is a dimensions spreadsheet. This dimensions spreadsheet contained all of the transport dimensions for every piece of construction and forestry equipment in current production. This spreadsheet is helpful to Bid Specialists’ when international requests are placed for equipment that is necessary to be shipped. I was able to gather all of the dimensions and understand how the deere.com
configurator tool works. This project also helped me meet several product marketing managers, some from the United States others that work in China. Partaking in this project showed me the many different sectors to the construction and forestry industries.

Under the publications bracket of my project list were some of my favorite projects. I created a CBD bulletin, a program summary, and assisted with the creation of the presentation for the annual pricing meeting. The CBD bulletin, or Corporate Business Division bulletin, was a bulletin created in efforts to clarify how the Corporate Business Division, CBD, creates and allocates discounts for their specific customers. This will clear any confusion when John Deere Financial audits the discount programs within construction and forestry. The program summary has been a very interactive project. This project was designed to create dealer simplification when using discount programs. I created United States and Canada versions for all of the different types of machines that are built. (Example: Hitachi, CWP, Construction) Through this project I have been able to interact with dealers to see that this project is utilized in the future. Gaining dealer feedback helped me create a document that can be efficiently used when searching for different discount programs. Next the annual pricing meeting, this meeting is the largest meeting the pricing department has. This meeting reveals the price increases that will be taken for the following year. Since there has been a global push for sales and marketing for the construction and forestry division we decided to make the annual pricing meeting focused on the rest of world countries. A large portion of the meeting is still focused towards North America, but instead of North America being the main focus like the past there is a new light shining on the developing markets across the globe. I created several templates to be approved by management, and after alignment, I started gathering all of the numerical data needed to correctly represent the increases within the next year. Unfortunately I was not able to attend the
meeting due to moving back to Texas, but being able to see a project start from an idea to an actual full presentation was very rewarding.

The pricing projects I worked on this summer were analytical, and many of the excel tools I learned in AGEC 217 were used to analyze the extensive amount of data I had. The first project I worked on under the pricing bracket of my project list was to create pricing ladders for each global region. Pricing ladders help show the difference in prices of different sizes of machines within or in different countries. A compare and contrast tool to see the actual prices of all the equipment in production. My role in this project was to build a database for the rest of world countries. Many variables come into play when pricing for the many different countries that receive our equipment around the world. Like governmental issues and shipping arrangements to just name a few. Using the pricing ladders spreadsheet pricing analysts can focus more on specific items within specific regions to ensure success for Deere on a global perspective. Another pricing specific project I worked on would be consolidating the industrial price spreadsheet. This was a huge excel file that is now a simple one stop to be able to go and look for recent or historical price increases. The forecasting team will use this file when implementing new ideas to management. I simply re-organized this file to be more user friendly in the future when price increases are taken someone can easily place the increase with the appropriate product and model.

As listed above I have been very busy this summer with challenging projects. I have learned business and marketing tactics, about construction and forestry equipment, and about how a company as large as John Deere operates at the level it does. This internship has not only given me some insight to how the corporate world works, but a better appreciation of all the hard work that goes into a making a successful company. There are a few courses that I have taken at
A&M have helped me exponentially like; AGEC 217, ACCT 209, ECON 202. The terminology and different tools I used in these three courses better prepared me for all of the data analysis that I have taken part of this summer. I am looking forward to taking AGEC 314, 315, and 330, the business tactics I learned this summer will better prepare me for these courses.

If any other students have an interest in agriculture, construction, or forestry, I recommend John Deere for an internship. My background was completely agriculture, and when I was introduced to the construction and forestry industry I was opened to a whole new perspective. The recruiting staff and Deere employees have treated me as an equal. Deere accommodates all interns with sponsored housing, which made the transition for Texas to Illinois much easier. Something that I have appreciated the most this summer was how hands on Deere has been with all of the interns. Hosting an intern conference, networking events, factory tours, and many other fun activities for employees and interns to interact and gain knowledge about the company. This summer I also participated in a “Ride and Drive” at the Dubuque Works factory proving grounds. I got to drive a Skid Steer Loader, dig a hole with a Backhoe, and dump a load of gravel with an Articulated Dump Truck. Not having a background in construction and getting to drive these huge pieces of equipment helped put in perspective why I was working with John Deere in the first place. It also helped me understand the quality behind the equipment we are making.

This being my first internship I learned this summer not only about business and marketing, but also about my future career goals. This internship experience has opened my eyes to a first person perspective of corporate America. Some future career goals that I have for myself are to gain another internship with John Deere for the summer of 2015. After my graduation at Texas A&M I would like to pursue the marketing representative rotational program
either in the construction and forestry division, or ag and turf division of John Deere. I plan on
taking marketing based courses to prepare me for another internship, as well as the rotational
program.

This summer has been one I will remember for the rest of my life. I will never be able to
thank John Deere enough for giving me an opportunity of a lifetime. Not only have I gained
professional experience, but I have developed personally as well. Moving over 1000 miles away
from home made me realize that there is so much available for young professionals. I am excited
to see where my future takes me, and also excited to see the future I have John Deere.