

Darla Moore School of Business
University of South Carolina

Full-Time **MBA Programs**

International MBA • Accelerated MBA



Project Profile:
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IMBA Class of 2013

Company: Adidas

Location: Herzogenaurach, Germany



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Journal Entry #1

Welcome to the blog of internships of all internships: mine at Adidas. Yes, I am the lucky girl who got an internship in Herzogenaurach, Germany with the best company EVER. Herzo (as the locals call it, thankfully because I'm sure I still mispronounce it) isn't the biggest city in the world with only 25,000 people living here, but it *is* the home to Adidas. I work at the World of Sports (WoS) campus which has made all my IMBA classmates jealous. But more about the campus later...



For the next 6 months, I am interning in Global Internal Communications helping make sure that all employees are informed of what's going on in the group. All of my coworkers are really helpful and open to letting me get my hands dirty with projects. My first project is consolidating 3 intranet blogs into one global site. This is a lot of tedious work, but its good being able to meet different people in the company and seeing how each of the departments is structured.

Now about the campus... we have a basketball court, tennis court, mini football field, sand volleyball court, full football (soccer) field, and track. And yes, we can take advantage of all of those during the day as long as we work the hours we're supposed to. Are you jealous yet? Plus, just in the month I've been here, 5 well-known international athletes (Olympic gold medalists, world record holders, World Cup winners, etc.) have visited the WoS campus. It's the coolest atmosphere and more than I had imagined.

This week has been, by far, the best week on the job. We had an internal communications summit with representatives from locations all over the world that included working sessions and team building activities. And I don't know about you, but I love team building activities. I think I might be the only person who does, but it was good getting to meet and know everyone. After the summit, I visited our footwear factory about 30 minutes from Herzog, and it was the most interactive factory tour I've ever been on. And that's saying a lot since we went on a lot in Tübingen during our language study. At this factory, we hand-make shoes for athletes, i.e. David Beckham and Lionel Messi, and other customers like Madonna. So cool.



Well I hope that's a good insight into what I'm doing here at Adidas. I have gotten some travel in since I've started my internship. Last weekend I was in Munich for the UCL Final watching it with all the Bayern fans, and tomorrow I'll be driving to Amsterdam meeting up with some of the MBAs that are still in Germany. I'll be sure to update with more pictures on my next entry! Tschüss!

Journal Entry #2



Where have the past 2 months gone? I am now working on two different projects which are keeping me really busy. The first project is still the consolidated Global Sales blog, but we're currently putting on the finishing touches. It should launch the second week of July, and I'm excited for it to go live. My new project is to work on the outcome of a brainstorming session at the Internal Communications Summit

dealing with an intranet tool called Ask the Management (ATM).

ATM is a platform where employees can ask members of the senior leadership of the company questions about the company's vision and goals. I'm really excited about this project, because I get to be creative and revamp the tool. And being the slight computer nerd that I am (yes, I admit it), I am excited to work with IT and come up with something that will encourage employee involvement globally at Adidas.

Other than my two projects, we have been doing a lot of stories for the UEFA EURO tournament that started earlier this month. Right now, Germany is in the quarterfinals, and everyone is psyched. I don't think I've ever seen a country unite for sports quite as much as I have here for the EURO... even compared to the Olympics! So needless to say, it is quite exciting living in Germany while all of this is happening.

Also later this month, I was able to watch some of the TaylorMade-Adidas Golf Pro-Am, including Sergio Garcia, Martin Kaymer and 8 other professional golfers who participated. Only Adidas would get professional golfers to have a short golf clinic that included a short soccer challenge.



Adidas is such a great place to work, but I've realized something recently about languages in the

workplace. Being a beginner German-speaker, I don't understand a lot of what's said between my colleagues, since I have to really concentrate to try to understand. Normally I'm so concentrated on what I'm doing that I don't have enough brain power to concentrate on both work and a foreign language - I'm not on that level. Once I realized this, I've accepted it as part of the experience and learning to work in a different environment from what I'm accustomed.

Although work is keeping me quite busy during the week, I've been having fun on the weekend, too. Like I mentioned in my first post, I went to Amsterdam with some of my friends I was studying with in Tübingen. We had a great weekend, and it made me realize how much I miss everybody from school! I was secretly comparing my internship to theirs, of course, and I think I'm in the best place for me and my career.
