



About Company: Founded by Ole Kirk Kristiansen, and based on the iconic LEGO brick, it is one of the world's leading manufacturers of play materials.

- Private family-owned company
- Based out of Denmark
- Founded in 1932
- They are considered the #1 toy company in the world
- Located in 130+ countries
- 20,000+ employees
- They have hubs in:
 - o Billund (Headquarters)
 - o London
 - o Enfield
 - o Singapore
 - o Shanghai
- 37 Sales offices worldwide
- 737 Lego branded store worldwide

Key Information presented for students:

- Opportunities in:
 - o eCommerce
 - o Field Sales
 - o Business Intelligence
 - o Digital and Brand Marketing
 - o Digital Merchandising
 - o Consumer Services
 - o Data Analytics
 - o Supply Chain
 - o Lego Retail Stores
- Encouraged to look at their careers page for current opportunities
- They also post positions on LinkedIn

- Demand for jobs is based on the need for that position within the company
- There is no set format for training, it is based on the department
- Variety of resources will be available through webinars and training within the company

Question asked/answers:

- They don't have a formal internship program; however, they will have one soon
- Internship program will be more in the marketing area
- The culture within the company is very familial, they care about their people
- Hiring manager will assign new hires a brick mate for a few weeks, but employees have access to other mentorships programs within the company

Interview process/tips for potential candidates:

- Be brave – willing to take risks
- Be curious – ask questions, be willing to ask why, understand why you're doing something
- Be focused – the company culture is very collaborative and familial, but they are still high performing
- They encourage students to use LinkedIn
- Network
- Concept of analytics is very important for business intelligence
- Both academics and experience matter
- Interview process:
 - o First interaction will be with a recruiter
 - o First interview will be over the phone and that will be more behavior based
 - o Second interview will be a video interview with the hiring manager or a panel this will be more technical in terms of questions asked
 - o Final interview may include a case study, test, or both
 - o Think about whether you can think on your feet
 - o How do you communicate or react to certain situations?

Other:

- Connect with them:
 - Glassdoor - the LEGO Group
 - LinkedIn – theLEGOGroup
 - Instagram – LEGOCareers
 - Facebook – OfficialLEGOCareers
 - Twitter – LEGO_Careers
 - Careersite – LEGO.com/careers