



## SunLED Life Science, Product Marketing Internship

### Are you ready for a new challenge in a dynamic startup environment?

At SunLED Life Science, we harness the power of near-infrared light to transform indoor environments and improve human health. We're looking for a talented product marketing intern to join our innovative team and help turn our groundbreaking ideas into amazing product propositions!

**Location:** Amsterdam (hybrid 4days at office 1 day work from home)

**Type:** Internship **Duration:** ideal 6 months+ but flexible.

**Working Hours:** 40 hours per week

**Expected Start Date:** ASAP

### Your Role & Responsibilities:

As an intern in the SunLED product management team, you will support the positioning, definition and introduction of products that bring ever-more rewarding and enjoyable experiences to consumers by meeting their needs. You will drive consumer and shopper research as well as competitive analyses, to identify and optimize winning concepts, integrate these new concepts into strategic product roadmaps, and develop and bring the concept from idea to market. Moreover, we are open to AI technology and you have the freedom to explore how to use AI to enhance your work and productivity.

You are responsible for:

- Support in product development, analysis on consumer, market insights and competitors, including SWOT analysis.
- Support in developing value propositions (VPC) and customer journey mapping.
- Creation of benchmarks to optimize go to market strategy and activation.
- Support the marketing team with (internal & external) event organization.
- Support product management by gathering specific information and preparation of product introduction and presentation material.
- Support marketing campaigns(Google & LinkedIn) for our upcoming product launch.
- Explore AI tools and how to use AI to enhance our daily work.

### To succeed in this role, you should have the following qualifications and experience:

- Currently enrolled and studying towards Masters or Bachelor degree in the following fields: Marketing, Communication, Strategic Product Design, or relevant fields.
- Have strong communication and analytical skills.
- Experience in product management and campaign management.
- Advanced Excel and PowerPoint User, Canva, and passion for AI tools
- High fluency in English, additional language is a plus (Dutch, German or Chinese)

### What we offer:

- A dynamic and young organization full of ambition to make the world a better place.
- Relaxed working culture: We value good coffee and have regular fun activities.
- Multicultural environment: We are a (growing) team of 10 people with roots in 5 countries.
- Good location: Our office building (incl. labs) is located at the Amsterdam Science park.
- Connectivity: the Amsterdam Science park is well connected by public transport. It is a 5-minute walk to the nearest train station.
- Personal growth and development: We will support you with coaching and training designed to help you develop your skills.
- Reward: internship allowance available

Please email your application with CV and cover letter to [z.zhou@sunled.health](mailto:z.zhou@sunled.health)

### About SunLED

SunLED invents, develops, and commercializes groundbreaking innovations for the consumer electronics, lighting, and automotive industries. We became an independent company in November 2024 after 6 years of R&D within an incubator, and we're continuing to grow our research, commercialization, and partnerships.

We collaborate with world-leading research institutes and universities, bringing scientifically-proven health benefits of near-infrared light to people everywhere. Our inventions are commercialized through distribution and licensing contracts with strategic partners. SunLED is highly committed to supporting these partners during the implementation phase of its intellectual property in finished products. This is how we make a real difference.