If you wear it, eat it, watch it, play it, or buy it online or in a store, it’s likely we track it.

Connect with top brands through our summer associate program and charter program.
“As a Summer Associate, I had the satisfaction of knowing that my work was meaningful. I presented my project along with recommendations to the client directly, which is a unique opportunity that I know few interns elsewhere have the chance to do.”

BRANDT WOOD
VANDERBILT UNIVERSITY
former Summer Associate and now an Account Associate in Client Development for our SupplyTrack® business (Foodservice)
Learn the ropes during one week of classroom training before moving into a challenging role in one of our exciting practice areas — Apparel, Beauty, Data Analytics, Video Games, Technology, Toys, and Sports are among the possibilities.

The Summer Associate Program features senior management speakers, networking events, a performance evaluation, a buddy program, and a hands-on business project. You’ll contribute to actual business challenges, working closely with both NPD colleagues and clients from all the brands you know and love.

It all adds up to a rewarding summer experience that builds your skills . . . and your resume.
“Being a Summer Associate gave me the opportunity to understand NPD on a deeper level and touch different aspects of the company, which improved my visibility that I would not have been able to have elsewhere.”

SLOANE OBLONSKY
UNIVERSITY OF WISCONSIN-MADISON
former Summer Associate and now an Account Associate, Client Development, US Foods
ALL THE BRANDS YOU USE AND LOVE ARE OUR CLIENTS.

Summer Associates and Charter Program participants interact with the world’s leading brands, helping them understand what consumers want, what’s selling right now, and what to expect in the future.

Here’s a closer look . . .

MORE THAN 2,000 of the world’s leading brands and retailers are NPD clients

MORE THAN 12 million consumer interviews conducted annually

FOUNDED IN 1966
Tracking more than a trillion dollars in consumer spending a year in the Americas, and more overseas.

Expertise in more than 20 industries from apparel and accessories to technology and travel retail.

Operating in 19 countries in the Americas, Europe, and Asia-Pacific.

Offices in 27 cities.

1600+ employees worldwide.
“My greatest takeaway from the Charter Program was the strong foundation it built for all my future roles at NPD. It provided an education on how NPD data sets are built, how best to utilize them, and then how to put that data into the best possible context for clients. I still work off that same foundation today in my current role, and am grateful for the skills I have at my disposal.”

MATT MAHLER
HOFSTRA UNIVERSITY
former Charter Program participant and now an Account Manager in Client Development
JOIN OUR ONE-YEAR CHARTER PROGRAM

This opportunity for recent college graduates combines professional education and a challenging series of work assignments to get your career off to a great start.

Take what you’ve learned in college and previous work experiences to the next level. Use our data and insights to help clients address their critical business challenges.

This highly selective program – with cycles beginning in January and June — lets you rotate through exciting assignments and learning activities during your year with us.

At the end of the program, successful participants are often placed in full-time client development roles so they can continue to contribute to the work we do at NPD.
“The Charter Program provided me with opportunities to develop my technical skills, while further evolving my soft skills. The continuous support, collaboration, and networking opportunities allowed me to discover what industry I was most passionate about and find my way to my current role in Fashion Footwear & Accessories.”

GABRIELLE D’AGOSTINO
LONG ISLAND UNIVERSITY, CW POST CAMPUS
former Charter Program participant and now an Account Specialist in the U.S. Fashion Footwear & Accessories practice
Let us help you build a meaningful career at The NPD Group.

Learn more and apply online: npd.com/careers