Jamila Anderson '14

German and Business Administration

Marketing and Communications Analyst at Bosch

"Upon graduating from the College in 2014 I, like many other recent graduates, was trying to figure out how to stand out among the sea of applicants in the job market. Having German as a second major was my ace in the hole. Not only did it make me stand out, it was a large reason for why Bosch decided to invest in my career. I was initially hired as a bilingual key administrative coordinator, where I supported a department of 800 associates that manufacturers vehicle components that most people can find in their very own cars. I utilized my German skills on a near daily basis in my dealings with Bosch's global headquarters near Stuttgart, Germany This really helped me expand my professional network with key players within the company, particularly because they value associates that can speak their native tongue. Without the German language opportunities are more limiting, and a foreign assignment is only possible with German skills! In my current role at the North America Bosch headquarters I am now responsible for all marketing and communications topics for the NA region in regards to two wheeler and powersports (motorcycles, ATVs, SxSs, etc.). With the number of German companies in the US increasing every year, and in South Carolina in particular, having a degree in German is a great asset to have. While many of these companies advertise English as their official company language, speaking German is still the preference to much of the leadership team. I cannot stress enough how valuable a German major, or even a minor, can be when pursuing a career! Do it – Sie werden es nicht bereuen!"