

North America Edition

**YOUR
CANDIDATE
BOOKLET
AND GUIDE TO
INTERVIEWING
AT NIQ**

NIQ



01

ABOUT NIQ

Congratulations! **You're invited to interview for a position at NIQ.**

We're looking forward to meeting you and learning more about your interests, experiences, and goals. We understand that interviewing for a new role can be stressful, but we are committed to making the process as smooth and enjoyable as possible. In this guide, you'll find information about our business, tips that will prepare you for your interview, and opportunities for making a difference at NIQ.

The work we do has a deep and lasting impact on businesses and economies across the globe. We bring information, technology, and expertise together to redefine what it means to truly know consumers, and our diverse, talented people make it possible. Hiring the right people...

We show the world what people want — and you can, too.

A message from our CEO, Jim Peck:

"Passion and commitment drive innovation and growth at NIQ. Our ability to understand consumers allows us to provide industry-leading insights that enable confident decision-making for our clients. Our diverse, dedicated workforce is integral to our success now and in the future."



Jim Peck

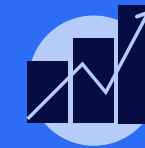
We are the **original** big data company.

Our founder, Arthur C. Nielsen, created the concept of market share nearly a century ago. Today, we're the world's leading consumer intelligence provider, delivering the Full View™ to over 20,000 clients across the globe. So, how'd we get here?

We've made it our responsibility to move not one, but two industries forward. As a consumer intelligence company, we believe that data's value comes from its accuracy and completeness, as well as the clarity and confidence it provides. As a partner to the CPG and retail industry, we're committed to identifying pathways to growth for clients and creating a sustainable consumer world for future generations.

In 2020, our business spun off from Nielsen to create NielsenIQ, a standalone company with a renewed dedication to innovation and growth. Since then, we've made several key acquisitions and significantly increased our investments to accelerate and improve our products, and the technology behind them. And most recently, we launched a new brand identity that aligns with our recent transformation and represents a commitment to delivering the most complete and clear understanding of consumer buying behavior—the Full View.

You have the opportunity to join us at this pivotal point in our history and be a part of our exciting, ambitious future



We provide valuable data and insights companies need to grow their business.



We collect, process, and analyze data from retailers, consumer panels, e-commerce platforms, and more.



Our product and technology teams deliver scalable, easy-to-use information services solutions that we sell to customers.



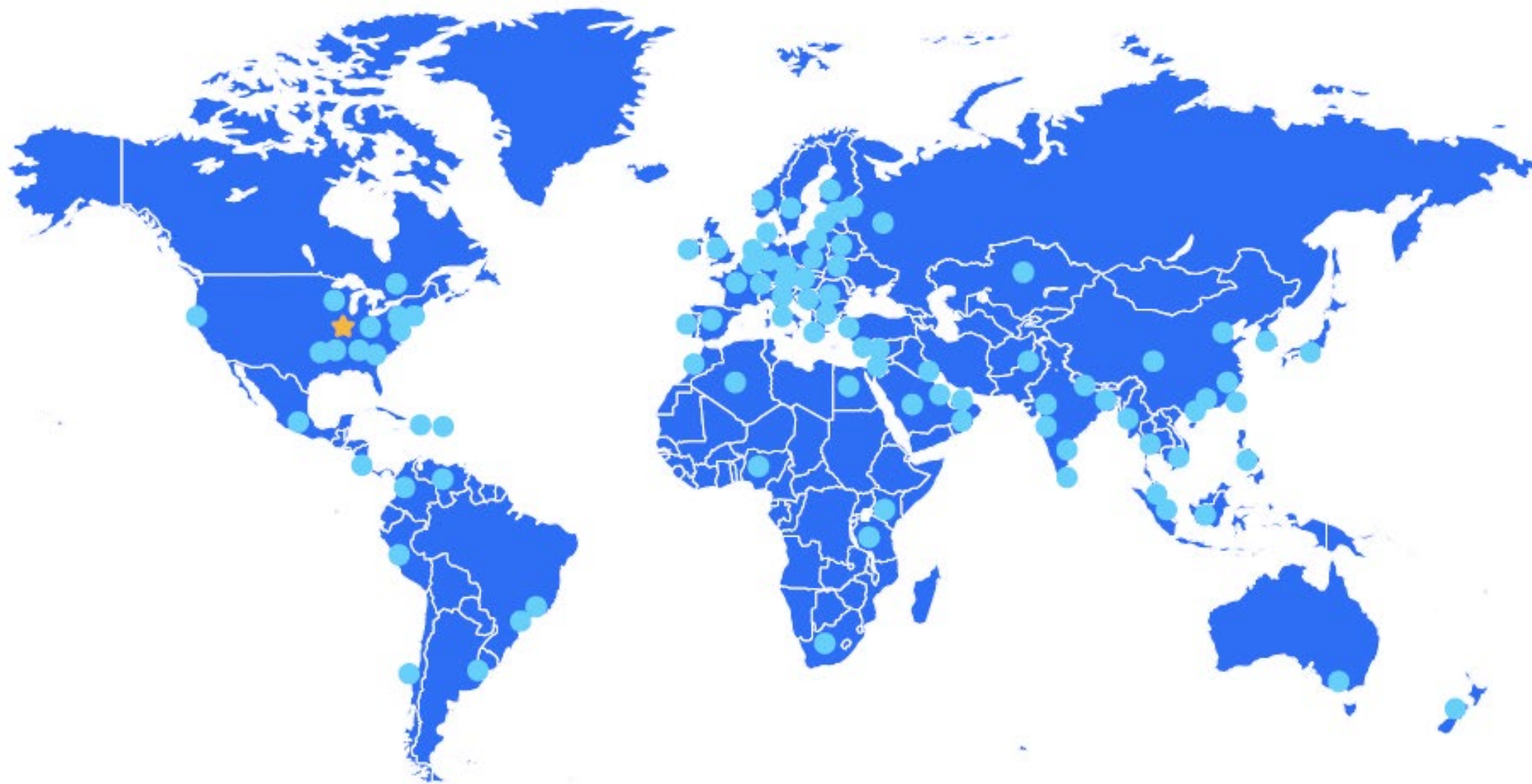
Entire industries rely on NielsenIQ to help them understand the market and make bold decisions that can transform their business.



Our clients leverage our products and analytics to understand what's happening and act on what they learn.

Check out our offices across the world.

Here, you get to work with a world-class, truly international team across the globe.



02 OUR HISTORY

A century of consumer intelligence.



1923, Chicago
Engineer, Arthur C. Nielsen, borrows \$45,000 to start a business that will test the quality of industrial machines.



1939
Nielsen expands to U.K.



1955
Nielsen contracts the first commercially available computer.



1992
Nielsen delivers data to the personal computer.

NIQ

March 2023
NielsenIQ rebrands as NIQ



1929
First consumer market survey.



Nielsen Expansion Continues

- 1944** Canada
- 1948** Australia
- 1952** Netherlands
- 1953** New Zealand & Belgium
- 1954** Germany



1957
Art Nielsen, Jr. assumes leadership of Nielsen.



1961
New product service to evaluates sales of new products as manufacturers broaden product lines.

NielsenIQ

2020-2021
Nielsen's consumer measurement business rebranded as NielsenIQ.

NielsenIQ acquired by Advent International and separates from Nielsen Global Media.



1933
Nielsen begins to measure retail store sales.

1934
Client Service team is formed to help clients maximize the effectiveness of Nielsen data.

1935
Arthur C. Nielsen creates the concept of market share when auditors survey store shelves to determine sales patterns.



1950
Nielsen television audience measurement debuts.



1947
The Consumer index debuts.

1948
The Pharmaceutical Index launches.



1936
The General store index launches.

1938
The Liquor store index launches.



1977
Nielsen pioneers scanning of retail store universal products codes (UPCs) in the U.S.

1979
Company introduces Scantrack, giving clients the ability to track specific market trends, produce custom reports and develop better marketing and distribution plans.



1988
Nielsen introduces handheld scanners so that household member can record UPC-coded purchases.

NIQ GfK

July 2023
NIQ and GfK combine

03 OUR PRINCIPLES

Our principles are the core of who we are.

They catalyze our business strategy. We know that demonstrating these values will lead to success.

Client Obsessed

Put clients' success at the center of strategy and decision-making.

Drive to Win

Be passionate about being the best at what we do.

Accountable for Results

Own, solve & deliver as one team.

Committed to Integrity

Create a culture that makes you proud.

04 COMPENSATION AND BENEFITS

We care about our employees, and our benefits are designed to take care of your holistic wellbeing.

As a global company, our compensation and benefits are tailored to local markets and may vary by location.



Reward & Recognition

- Comprehensive compensation package
- Sales incentive plans with predictable payouts
- Annual incentive plan for specific senior roles
- Peer-to-peer recognition program



Wellbeing

- Local insurance packages
- Comprehensive health insurance
- Flexible working environment
- Volunteer time off



Parental Leave

- Competitive parental leave for birth or adoption



Career Development

- Detailed pre-boarding learning content to help you get off to a great start in your new role
- Career development tailored to NIQ roles
- Access to on-demand learning content and NIQ social communities
- Peer-to-peer and group mentoring programs
- Continued learning and growth

05

DEVELOPMENT AND GROWTH

A place to learn, grow, and try new things.

Leaders are critical to fostering a positive working environment and employee experience, so we prioritize manager tools and resources that support your growth.

We develop our managers so that you can have a great employee experience.

Managers have the power to create an outstanding experience for their teams, so we invest in their development with our Great Manager Lab – a place where managers can learn what’s expected from leaders at NIQ. We continue to develop our leaders through the Great Manager masterclass and other learning opportunities. Leaders are encouraged to collaborate with others and build great teams that meet their full potential.

Employee engagement is a top priority. We want your voice to be heard.

Engaged associates feel more connected, happier, and drive greater performance – and it comes from creating an environment where needs are being met. Feedback is important to us, in both directions. Great managers give and receive feedback to learn and succeed. Ongoing and timely feedback, both positive and developmental, helps us develop, grow, and meet our goals.

We inspire meaningful conversations that propel your growth.

Great managers discover what is unique about each person and then build upon it. We want our leaders to naturally engage team members and sustain a culture of high productivity. Setting goals helps us align our business priorities, ensuring our organization’s motivation and success.

06

OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

We win when our people are empowered to be themselves.

We are tirelessly driven to measure data equitably and fairly, and that commitment to equality is built into our culture. Embracing the talents and ideas of all backgrounds and perspectives is core to who we are.

Diversity and inclusion are the foundation of our business. We don't want to just check the box. We want to change the landscape by increasing diversity, growing inclusion, and contributing to a more equitable world.

Check out two of our signature programs:

NIQ University (U.S., UK, and Canada)

As part of our commitment to advancing a more diverse and equitable CPG industry, NIQ offers a data analytics training program for under graduates to fast-track their post-graduate careers.

N-ERG Employee Resource Groups

Our nine employee resource groups are active in 85 countries where we operate, with over 2,900+ associate members. Our Executive Committee leaders act as sponsors to help shape an inclusive culture around the globe.

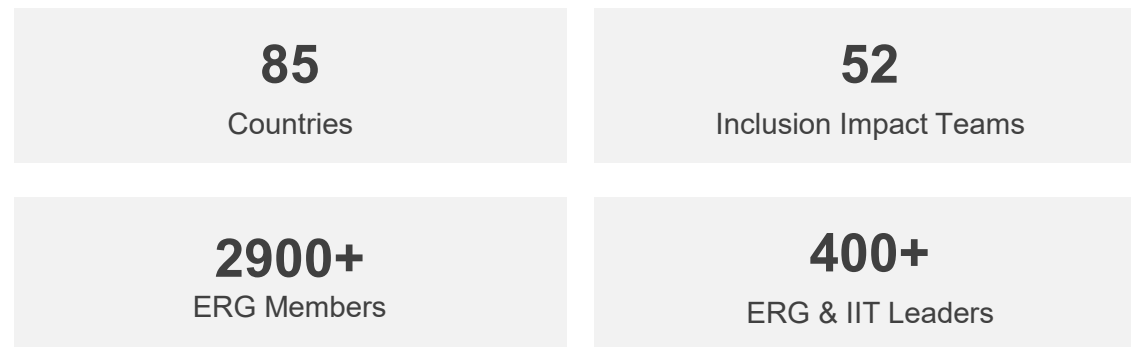
“We have the ambition to make a real difference in the world; helping our communities and guiding our clients to understand the diverse consumers around the globe, while making our organization an amazing place to work for everyone. We strive for an inclusive culture where diversity of backgrounds, thoughts, and opinions is valued, encouraged, and promoted so that our associates can be themselves and feel empowered to contribute to NIQ culture.”

— LUCIANA MORELLI
CHIEF DIVERSITY, TALENT & CULTURE OFFICER

Our Employee Resource Groups

NIQ Employee Resource Groups (N-ERG): Partnering with global network of leaders dedicated to DEI.

Our N-ERGs are a catalyst of inclusion at NIQ. With 2,900+ members in 85 countries, our N-ERGs are sponsored by our most senior executive leaders.



N-ERG Objectives

Accelerate Representation

Advance DEI practices within our organizations

Grow an Inclusive Culture

Drive impact in our workplaces and communities

Drive Business Growth and Innovation

Advance the industry through data and insights



07

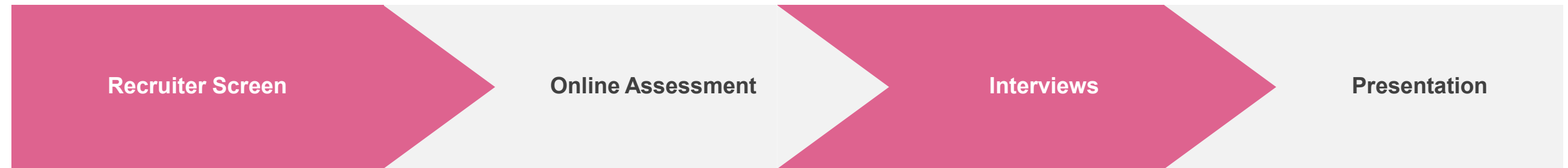
THE RECRUITMENT PROCESS

What to expect from your recruitment process (non-tech).

We're looking forward to speaking to you!

The interview process will vary from role to role.

You can expect a screening call, online assessment, interviews, and/or a business case presentation.



You'll speak to a member of our talent acquisition team who will guide you through the process, the company, and the role.

At this step, our goal is to learn more about you, your motivation for joining NIQ, and how your skills and experience may be a great fit for the position. We'll also answer any questions you have about NIQ, the team, and the position. Don't be shy—we love questions!

You may be asked to take an online assessment so that you can demonstrate your critical reasoning and numeric ability.

During an interview, you'll get to know the manager and other people you'd be working with in this position. The number of interviews will vary depending on the role. Interviewers will focus on your professional experience, skills, and knowledge. Ask questions during this step, too—it's important that you feel comfortable with the team you may join.

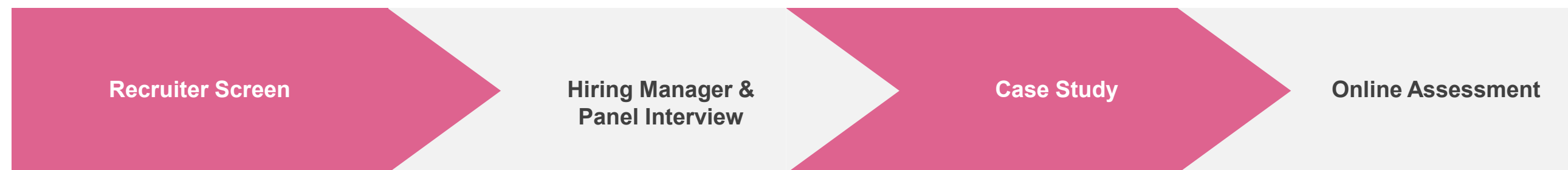
You may be asked to present a business case or prepare a role play exercise that demonstrates your skills. You will receive a "challenge" to solve and present to our team, followed by focused questions that will help us to learn more about the way you think.

What to expect from your recruitment process (sales).

We're looking forward to speaking to you!

The interview process will vary from role to role.

You can expect a screening call, online assessment, interviews, and/or a business case presentation.



You'll speak to a member of our talent acquisition team who will guide you through the process, the company, and the role. At this step, our goal is to learn more about you, your motivation for joining NIQ, and how your skills and experience may be a great fit for the position. We'll also answer any questions you have about NIQ, the team, and the position. Don't be shy—we love questions.

During a first interview, you'll get to know the Manager and in the following one two other people you'd be working with in this position. Interviewers will focus on your professional experience, skills, and knowledge. Our interview structure is behavioral based and interview questions will be centered around the crucial competencies for the role. Ask questions during this step, too—it's important that you feel comfortable with the team you may join.

You may be asked to present a business case or prepare a role play exercise that demonstrates your skills. You will receive a "challenge" to solve and present to our team, followed by focused questions that will help us to learn more about the way you think

Caliper is a personality assessment, validated by over 60 years of research, that measures strengths, motivations, and areas of opportunity as it relates to the workplace. This information is an added data point to the hiring process that helps companies ensure that the job you are applying for is best suited to your personality and particular strengths.

What to expect from your recruitment process (tech).

We're looking forward to speaking to you!

Depending on the role and tenure, the interview process may vary.

You can expect a combination of technical assessments, video interviews, and a competency-based interview.



You'll be speaking to a member of our talent acquisition team who will guide you through the process, the company, and the role.

At this step, our goal is to learn more about you, your motivation for joining NIQ, and how your skills and experience may be a great fit for the position. We'll also answer any questions you have about NIQ, the team, and the position. Don't be shy — we love questions!

Your recruiter will share a technical assessment that you will complete independently, giving you an opportunity to express your technical skills and learn the basic technical requirements of the role. We partner with *Codility* for all of our technical assessments.

Assessments are typically less than 60-minutes, but the role and specific exercises may affect the assessment's length.

You'll meet with one of our senior engineers to pair-program a detailed technical question-set that assesses your code writing skills. Be prepared to write code, think creatively, and ask questions!

You'll have the opportunity to walk through a complex problem-set, alongside one of our engineers. You can expect a combination of virtual whiteboarding, coding and (depending on the role) potential architecture and design components. Be prepared to ask questions, think creatively, and navigate a problem-set that closely mimics the challenges our engineers regularly face.

The final step is a 60-minute competency-based interview, led by the team leader. Before this interview, we recommended brushing up on the STAR (Situation, Task, Action, Result) method. This type of questioning does not have a "right" or "wrong" answer. Our goal is to get to know you — your past experiences, challenges, and results.

Following STAR when structuring your answers helps your interviewer do just that.

08 INTERVIEW TIPS

Some advice from our recruitment team.

The interview process is a great way for you to get to know us!

Come prepared with examples of your key achievements and what competencies they demonstrate. Practice talking about them in a succinct, engaging way.

Also, remember to...



Check Your WiFi Connection

Make sure you have a stable internet connection. And ensure you have Microsoft Teams installed and ready to launch.



Prepare Questions to Ask

We'll ask questions, but you should have your own, too! Don't hesitate to ask about the work or the team.

P.S. Don't be afraid to say, "I don't know," if you don't have the answer to a question. It's O.K. to not have all the answers! We love transparency.

Research

"Before the interview, take some time to research the company — it makes all the difference. Look at our LinkedIn page, our career site, and our social channels to get a better sense of the role and what we do."

Colleen Varana

Talent Acquisition Leader, Technology, Product, and Data Science

Learn More About the Job

"Take note of your skills and experience and how they may be useful in landing your desired role at NIQ. It can be helpful to research your potential future team, and check out their background to get a sense of everyone's position."

Magdalena Cieslak Busari

Talent Acquisition Leader, Europe

Prepare for the Interview

"Anticipate any situational or analytical questions you may receive, think of challenges or projects you worked on in the past and how they contributed to your career. Also, think of situations where you had to collaborate, think outside of the box, solve a problem, and the lessons you learned along the way. We're excited to get to know how you think."

Nick Lesser

Talent Acquisition Leader, Executive Recruitment



Did you get an invitation to take a pre-recorded video interview?

You're probably asking yourself what to do next.

Your personality and experience will stand out most in video interviews. Don't be nervous—you'll do great.

Prepare for a pre-recorded video interview like you would for any job interview. Make sure you're comfortable, in an appropriate environment, and have set aside about an hour for the recording. Typically interviews will take about 20-30 minutes; allow yourself some time to practice and check for any technical issues. Lastly, be yourself!

We want to get to know **YOU**.

GOOD LUCK!

We're looking forward to getting to know you better, and we hope this guide has answered some of your questions.

For anything else, don't hesitate to contact your recruiter.

Congratulations again!

-The Talent Acquisition team

Want to learn more? Follow us on social.



Check out our Careers page.

