



ABOUT SENNDER

sennder is Europe's leading digital freight forwarder and one of Germany's Start-up Unicorns. We're trucking for Europe's leading shippers like VW, Coca-Cola or Unilever. In a traditional industry, we are moving fast to digitize and automate all road logistics processes. We move rucks with courage and the power of data to unlock endless and sustainable capacity at exceptional quality.

ABOUT THE TOPIC

We are looking for a highly motivated Project Studies Team (2-3 people) joining our CEO & Strategy Office for 3-6 months. Work on a top-tier strategic project for our Investor Board in close interaction with former Strategy Consultants, Investment Bankers and our CEO.

Project Objectives

Assess sennder's competitive positioning vs. other players (e.g., Asset-heavy trucking companies, Traditional road forwarders, Marketplaces, SaaS Platforms and Digital Forwarders) and define sennder's value proposition and differentiation strategy considering

Expected Deliverables (initial draft)

- Create an automated and AI-supported competitive insights database and dashboard (e.g., with deep-research) providing quantitative & qualitative data insights along key dimensions and KPIs for sennder and key competitors
- Analyze key competitors and assess sennder's competitive positioning along a structured list of key dimensions
- Assess key industry trends and their impact on customer needs & sennder's business model, e.g., Electric & Autonomous Trucks
- Develop sennder's value proposition vs. peers and derive potential "areas of opportunities" for differentiation
- Propose strategic recommendations for sennder and outline an action plan

WHAT WE'RE LOOKING FOR

- Driven, structured B.Sc./ M.Sc. Students with a passion for high-impact, strategic projects
- Strong analytical mindset with proven experience in problem-solving, data analysis (e.g., Excel, Python, AI-tools) and professional presentation skills (PowerPoint)
- Prior experience in consulting, corporate strategy, banking, private equity or fast-paced environments such as start-ups/ scale-ups useful, but not required

WHAT YOU CAN EXPECT

- Fast growth scale-up with an international team of 1,500 people, 74+ nationalities across 27 European offices with HQ in Berlin
- Fast-paced environment & unique learning opportunity in our CEO Office Team (incl. Alumni from BCG, Roland Berger & Goldman Sachs with high impact & visibility working on one of our top-strategic projects with full ownership from day one)
- Close interaction and collaboration with our CEO Office team to support you
- fun, e.g., having a BBQ on our rooftop terrace.

APPLICATION & SETTING

- Start date: Flexible between Aug - Oct 2025
- Project length: 3 months full-time or 6 months part-time
- Remote setting, but onsite workshops & (interim) results presentations to sennder Leadership, e.g., in Berlin HQ/ Munich
- Team size: 2-4 B.Sc./M.Sc. students. Please apply as a team!
- Apply via Email to: ann.koeller@sennder.com (TUM-BWL Alumni) with your CVs and current grades