

B&H Worldwide Strengthens Talent Pipeline Through Structured Marketing Internship Project

May 5, 2026



B&H Worldwide has advanced its talent development strategy with the appointment of its first marketing intern in Singapore, delivered under Project IMDD—an industry-led initiative designed to bridge the gap between education and real-world logistics delivery.

The internship is positioned as a structured development project within the company's Global Marketing function, aligning academic learning with live business priorities in aerospace logistics.

A project-led approach to early talent development

Under Project IMDD, led by the Singapore Aircargo Agents Association, the focus is on creating practical pathways into the industry. B&H's participation reflects a deliberate shift towards project-based learning, where interns contribute to defined workstreams rather than passive observation.

The newly appointed intern, Xavier Lee, will be embedded within the Global Marketing Team, supporting active initiatives across B2B marketing, content production and campaign execution. The role is designed to expose him to the full lifecycle of marketing delivery, from planning through to execution and performance tracking.

This approach ensures that early-career talent develops both technical understanding and commercial awareness within a live operating environment.

Aligning skills development with business outcomes

For B&H Worldwide, the internship is not a standalone placement but part of a broader capability-building programme. By integrating interns into active projects, the company ensures that development is tied directly to measurable outputs and team objectives.

“We are delighted to welcome our first marketing intern from Nanyang Polytechnic to our Global Marketing Team,” said Kevin Goh, Content Marketing Manager at B&H Worldwide. “The most effective way to develop future talent is through meaningful, hands-on experience. This internship reflects our commitment to providing practical exposure within a complex, global industry.”

From a project perspective, the internship supports ongoing marketing initiatives while building internal capacity. It also introduces fresh perspective into campaign development and content execution—areas where agility and new thinking are increasingly valuable.

Building long-term capability in a specialised sector

Aerospace logistics demands both technical depth and commercial precision. Programmes such as Project IMDD aim to ensure that future professionals are equipped to operate in that environment from an early stage.

For the intern, the placement provides exposure beyond academic theory. “This role allows me to broaden my understanding of the aerospace logistics industry while applying my academic knowledge in a real-world business environment,” said Xavier Lee.

A scalable model for industry collaboration

B&H Worldwide’s involvement highlights how structured internship programmes can function as low-risk, high-value projects for both employers and students. For the business, it creates a pipeline of trained talent aligned to operational needs. For the industry, it supports long-term capability development.

As logistics grows more complex and globally integrated, this type of project-led talent development is likely to become standard practice—linking education, industry requirements and project delivery in a more deliberate and measurable way.