

Care

How Samsung Care Is Creating Career Pathways for the Next Generation

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Today's [smartphones](#) are more powerful than ever – and so are the career opportunities they create. As [devices](#) become smarter, more connected and increasingly powered by AI, demand is rising for skilled technicians who can repair and support the products people rely on every day. In fact, U.S. skilled trade jobs are growing three times faster than professional roles, according to [Randstad USA](#).

For [Samsung Care](#), which provides repair, support, and service solutions for millions of customers, helping develop the next generation of skilled technicians is both a workforce opportunity and an investment in the future of customer care.

A key part of Samsung's workforce development strategy is helping students gain industry-recognized credentials. Developed through **CTIA**, the wireless communications industry's trade association, the **WISE®** (Wireless Industry Service Excellence) certification program establishes foundational skills for mobile device repair across manufacturers and service providers. Samsung actively contributes to the development of WISE curriculum and standards alongside other industry leaders.



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Earlier this month, more than 30 students from the **Frisco, Texas Independent School District's (ISD) Career and Technical Education (CTE) program** participated in a five-day Smartphone Repair Bootcamp, receiving training toward WISE Level 1 Certification and gaining hands-on experience in device repair.

Building on that momentum, Samsung is partnering with the **City of Plano, Texas Economic Development Department** and **CTIA** to host a [Smartphone & Device Repair Career Fair](#) on June 18, connecting job seekers with employers across the communications technology industry, including device repair, mobile technologies and robotics. Participating companies are actively recruiting entry-level technicians, aspiring engineers and others interested in technology careers.

Together, these initiatives reflect [Samsung Care's](#) commitment to supporting the communities where our employees and customers live and work, while creating pathways from skills development to career opportunities.

RECOMMENDED NEWS



Care

Samsung Care Powers the Workforce of Tomorrow

Sparking Interest Through Hands-On Learning

For [Samsung Care](#), workforce development begins with sparking curiosity about technology careers. Shortly after opening its Samsung Care Center in Frisco, Texas, the team began inviting local students, educators, and nonprofit organizations into the facility to see firsthand how modern [device](#) repair works. Those early tours evolved into a structured educational program called “**Behind the Glass**,” providing participants with a behind-the-scenes (and behind the *screens*) look at Samsung’s repair operations, the technologies that power them and the career pathways they support.



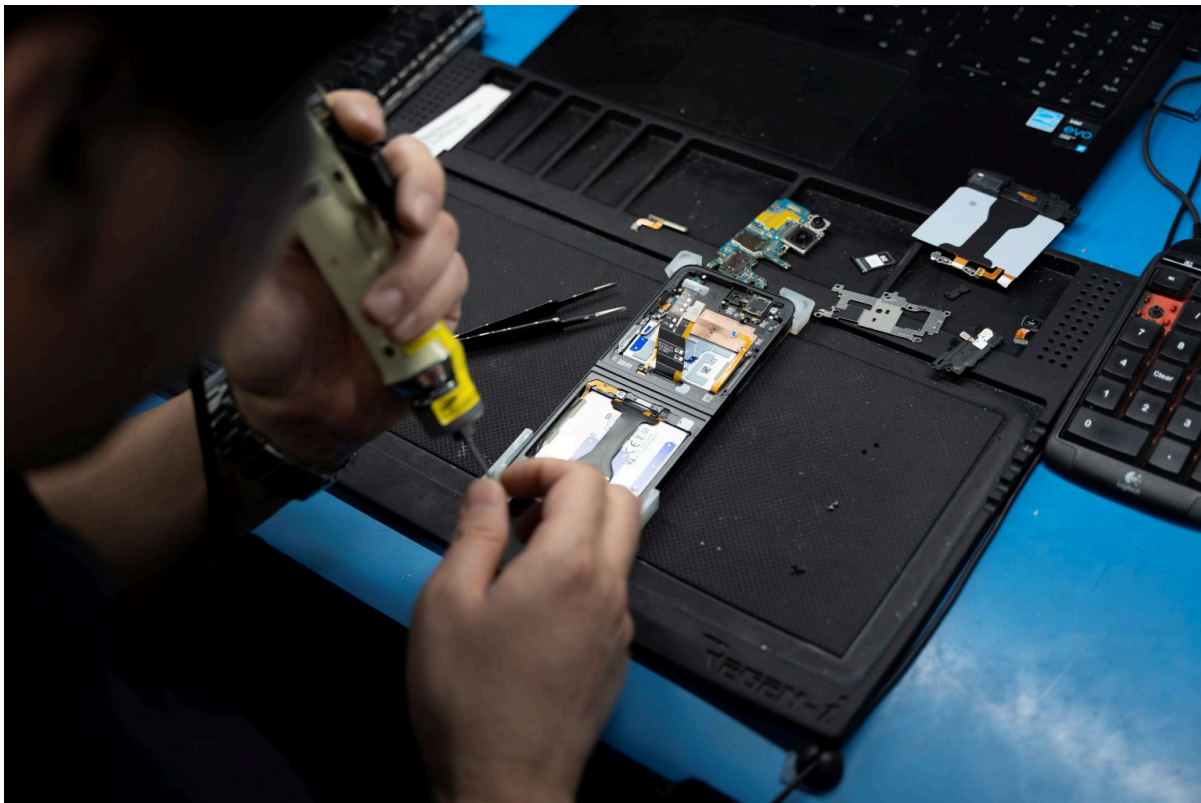
“We initially started with a program to introduce local organizations and students to repair services available to our Samsung customers. That interest has grown and now, through partnerships with local schools, community organizations and industry leaders, we’re creating opportunities for students and job seekers to turn hands-on skills into meaningful careers,” said **Jasper Morse, Director of Business Operations at Samsung Electronics America.**

Strengthening Local Community Partnerships

These workforce development efforts are rooted in long-standing partnerships with schools, community organizations, and local leaders across North Texas. Samsung works with **Frisco ISD’s CTE** program, **Plano ISD’s CTE** program, **Girl Scouts**, **Texas Native Health**, and others to help students explore technology careers, gain hands-on experience and build pathways to employment. The company’s partnership with the City of Plano also provides internship

opportunities that expose high school students to professional work environments and real-world job experiences.

One particularly meaningful partnership has been with the [nonPareil Institute](#), a post-secondary nonprofit that serves adults on the autism spectrum. Samsung employees partnered with nonPareil crew members for a technology skills day that included mock interviews and hands-on phone repair experiences.



The collaboration is already creating opportunities beyond awareness and training. Samsung recently hired a nonPareil participant into a parts inspection role within its Care organization and is working with the organization to expand access to WISE certification training, helping participants build industry-recognized skills that can support future employment opportunities.

Samsung's commitment to workforce development extends beyond creating entry points into the industry. At the [Samsung Technical Training Center](#), service professionals receive in-depth instruction on the latest products and AI-powered

technologies, while programs like the [Samsung Skills Competition](#) recognize top-performing technicians and encourage continuous learning and professional growth.

For Samsung, supporting workforce development is about more than filling jobs today – it's about investing in the people who will help shape our connected future. By partnering with educators, community organizations, industry groups, and local leaders, [Samsung Care](#) is helping ensure students and job seekers have access to the training, certifications and opportunities needed to turn technical skills into lasting career opportunities.

Looking for more news or need additional support from the [Samsung Care](#) team? Visit the [Samsung Care YouTube Channel](#), check out the [Samsung Members App](#), and [Samsung Communities](#), or text us any time by messaging 1-800-SAMSUNG to start a conversation with a Samsung Care Pro.

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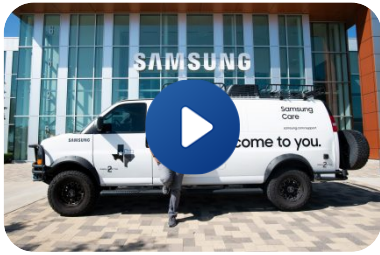


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