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PERSONAL SUMMARY

I am a highly driven and forward-thinking communication specialist with a strong belief in strategic alliances, profound experience in digital marketing strategies and a love for tech and innovation. I hold a Master's degree in Corporate Communication and a Bachelor's degree with honors in Business Administration. My personality type is ENFP (Myers Briggs) and the Captain (Predictive Index) – meaning that I am energized by interacting with others, value-oriented, pragmatic and get things done. I am particularly interested in the immense changes that technology is driving in our lives, the power of innovation ecosystems as well as the changing role of leadership in the digital age.

An excerpt of current or completed projects and partners (click on the logo to learn more):



WORK EXPERIENCE

01/2022 – today

diconium

Remote / Consulting

Senior Partner Marketing Manager

Main tools: O365, Slack, Miro, HubSpot

Act as the main marketing contact for global and regional partners | Work closely with sales to ensure increasing lead generation activities and lead quality with partners | Design strategies and measures to expand ecosystem footprint | Provide oversight and accountability of partner development funds (MDF/BDF) and ensure ROI through methodical tracking and measurement | Coordinate social media activities between diconium and partners ecosystem | Advocate for partners (their technology, vision...) within marketing and across the organization | Own Multiplier & Ecosystem Strategy for #onediconium

06/2018 – 12/2021

PTC

Munich / Software

Senior Partner Marketing Manager EMEA starting 09/2021

Main tools: O365, Jira, Salesforce, Allocadia (now uptempo)

Own the strategy and planning of partner marketing initiatives for EMEA | Identification of strategic alliances and GSIs for key verticals | Ensure co-funding of joint lead generation and consistent go-to-market messaging across countries | Develop goals and metrics that will effectively track the progress and success of partner marketing strategies and initiatives | Take an outside-in view to truly represent the voice of our customers and partners | Support ecosystem projects ([e.Go x PTC](#), [PTC Creators Program](#), [Google Zukunftswerkstatt](#), [Bitkom Akademie](#))

Previous roles:

Head of Content Strategy & Digital Growth EMEA | Marketing Project Manager IoT & AR

Collaboration with global marketing teams to create market-oriented B2B campaign plans | Production of industry-focused content | Optimization of ongoing campaigns and nurture mechanisms | Critically reviewing the current digital user experience | Conducting multi-variant & user tests | Piloting and implementing new (content) marketing practices (e.g. podcast production, corporate blog, use of modern AI-powered marketing tools)

- Introduction of industry marketing & content production +211 %
- Introduction of modern performance marketing practices (PPC/SEA, Remarketing, SEO)
- Increased SAL (Sales Agreed Leads) by 47.5 % from 919 in FY19/H1 to 1.355 in FY 20/H1 for AR portfolio
- Increased overall conversion rate for the IoT portfolio (SCO/SCP) from 2 % in FY2018 to 3,7 % in FY2019

05/2020 – 12/2020

contexxt.ai

Munich / Consulting & Software

Go-to-Market Advisor Start-up (Freelance)

Organizing and managing strategy workshops for a B2B product launch | Support in the development of a distinctive and strategic brand positioning | Support in the recruitment of relevant partner agencies | Consulting for the implementation of full funnel tracking and analytics | Milestone plan to build stronger ecosystem engagement (InnoHubs, Accelerator...)

05/2016 – 05/2018

Vodafone GmbH

Munich / Telecommunication

Senior Manager Digital Sourcing

Development of target group specific digital sourcing and recruiting campaigns | Further development and performance optimization of the existing recruiting mix | Strong focus on lead generation, candidate journey and conversion tracking | Conception and relaunch of the in-house candidate management tool allowing a first approach to a holistic candidate lifecycle management | Web analysis, performance monitoring and regular KPI reporting | In-house training on social recruiting, CJ & MoT | Professional leadership and responsibility for specialist personnel and job trainings | Budget responsibility (€ 600,000.00 annually)

- Improved Average Position (AdWords) from Ø 2,8 in FY 15/16 to Ø 1,4
- Increased Online Conversion Rate from 0,87 % in FY 15/16 to 2,1 % in FY 17/18
- Reduced the Cost per Hire by 11 %
- Increased OnBoard Rate from 5,5 % to 8,6 %

11/2013 – 03/2016

AXA Assistance GmbH

Munich / Insurance

B2B Marketing Specialist

Specialist role: Champion Digital Transformation (01/2015 - 03/2016)

Building and leading an interdisciplinary project team to drive digital change at German branches | Determination of the digital maturity level of each country by conducting an internal digital pulse check | Support in implementing first strategic milestones (e.g. agile working agreement in collaboration with the works council, investing in e-services and mobile services apps) | Promote 1st open innovation projects (joint B2B partner innovation workshop, AXA Start-In competition)

06/2012 – 10/2013

Koyo Deutschland GmbH

Munich / Automotive

Assistant European Automotive Marketing & Sales

EDUCATION & ACADEMIC QUALIFICATIONS

08/2022 – 10/2022

Executive Program Corporate Innovation: Strategies for Leveraging Ecosystems

MIT Sloan School of Management

04/2022

Certified OKR Master

die.agilen GmbH

02/2018 – 03/2018

Digital Marketing Professional

Digital Marketing School, Munich

09/2014 – 01/2017

Master of Science in Corporate Communication Ø 1,9

Applied University for Economy & Management, Munich

09/2011 – 06/2012

Bachelor of Art in Business Administration Ø 1,6

Northumbria University, Newcastle upon Tyne

Elected Course Representative // *Best Student 2012*

08/2008 – 06/2011

International Management & Administration Diploma Ø 1,3

European School for Higher Education, Leipzig

08/2006 – 07/2008

Abitur (A levels) Ø 1,9

Rudolf Hildebrand Gymnasium, Markkleeberg