



## HELEN ORGIS M . S c .

M U E N C H N E R   S T R A S S E   2 0  
8 5 3 5 4   F R E I S I N G  
G E R M A N Y

M O B I L : + 4 9 ( 0 ) 1 5 1 5 3 3 5 0 3 2 1  
E M A I L : H E L E N . O R G I S @ G M A I L . C O M  
W W W . H E L E N O R G I S . C O M

### 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 enthusiastic. 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 & Software

#### Senior Partner Marketing Manager

Act as the main marketing contact for partners at global and regional level | Work closely with sales to ensure increasing lead generation activities and lead quality with partners | Design strategies and measures to expand ecosystem footprint - including the implementation of co-selling campaigns and events | Provide oversight and accountability of partner development funds (MDF/BDF) and ensure ROI through methodical tracking and measurement | Optimize the visibility of partners on website and the visibility of diconium on partner portals | Coordinate social media activities between diconium and partners ecosystem | Advocate for partners (their technology, vision...) within marketing and across the organization | Enable and plan relevant strategy workshops between different internal stakeholders in line with diconium's vision and ensure follow-up actions | Own the setup of relevant strategy workshops and OKR planning including reporting

06/2018 – 12/2021

PTC

Munich / Software

#### Senior Partner Marketing Manager EMEA starting 09/2021

Own the strategy and planning of partner marketing initiatives for EMEA | Identification of strategic alliances and GSIs for key industries | Build a trusted and valued relationship with marketing contacts at partner organizations | Ensure co-funding of joint activities | Serve as the marketing lead across various internal teams (e. g. sales, field marketing, corporate marketing, etc.) | Develop goals and metrics that will effectively track the progress and success of partner marketing strategies and initiatives | Joint demand generation | Ensure a consistent go-to-market messaging across countries | Take an outside-in view to truly represent the voice of our customers and partners

*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 based on industries | Critically reviewing the current digital user experience | Conducting multi-variant & user tests | Piloting and implementing modern (content) marketing practices (e. g. podcast production, corporate blog, use of modern AI-powered marketing tools)

- Introduction of industry marketing & content production
- 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 Vuforia (Augmented Reality) portfolio
- Increased overall conversion rate for the IoT portfolio (SCO/SCP) from 2 % in FY2018 to 3,7 % in FY2019

## Founder & Ambassador Regional Diversity & Inclusion Chapter

Establishment of the regional D&I chapter in Germany (09/2019) | Interface communication: Head office Boston - regional management – regional teams | Member acquisition | Budget acquisition and administration | Event organization and management (e.g. IWD 2020, CSD Munich 2020) | Merchandise | Internal communication

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

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 (e.g. landing pages, SEM, social media, newsletter marketing, referral program) | Strong focus on lead generation, candidate journey and conversion tracking | Conception and relaunch of the 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 1<sup>st</sup> 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

---

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, Marktleeburg