



An executive-level Case Study for AI
powered employer branding content

SIEMENS

A Culture Shift For Advocacy:

Siemens wanted to drive a cultural transformation to encourage their people to talk about their business. Despite their record of rolling out world-changing projects and technology, the market wasn't aware of this work as much as they should have been.

Culturally their people were not comfortable communicating those messages, so Siemens partnered with The Martec to empower the CEOs of each region to build a regular cadence of communication and life-experience sharing.

Quite often those leaders had been with Siemens for over 20 years which was inspiring for new and emerging talent, and motivating for current employees.

The Martec's AI-powered platform made this kind of collaboration and communication possible across an enormous 14 regions globally.

Many generations of the Siemens workforce had the opportunity to hear from their leaders. Feeling empowered by them, as well as enabled by the platform, this helped drive reputational advocacy within their own functions and regions.

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