



Changing Culture With 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 build a regular cadence of communication and life-experience sharing from their regional CEOs.

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 content and advocacy platform made this possible at scale across 14 global regions.

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.

 [Visit TheMartec.com](https://www.themartec.com)



Improving As An Employer of Choice:

SIEMENS

The Martec's content was the 2nd highest traffic driver to the Siemens career page after organic.

Year on year improvement in Universum ranking for Singapore's most attractive employers 2021 from #56 to #33 in 2021 (article)

Siemens took home the bronze award for 'Excellence in Employer Branding' at the HR Excellence Awards 2021, Singapore.



**ASEAN
President & CEO**

Example of an article:

❤ Likes: **2,136**

Comments: **160**

Impressions: **6,344**



**CEO & Head
of Asia Pacific**

Example of an article:

❤ Likes: **411**

Comments: **91**

Impressions: **42,974**



**President & CEO at
Siemens Thailand**

Example of an article:

❤ Likes: **143**

Comments: **13**

Impressions: **6,496**



**Managing
Director CEO**

Example of an article:

❤ Likes: **503**

Comments: **45**

Impressions: **12,913**



**ASEAN
President & CEO**

Example of post:

❤ Likes: **396**

Comments: **10**

Impressions: **3,952**

Attracting and retaining key talent segments



Sunil Kumar Yadav

Head, Building Performance & Sustainability



“Really enjoyed this process, thank you for taking the time out to tell my story.”

Lamine Jendoubit

President Director and CEO Siemens Indonesia



“Thanks for this content. Amazing what you made out of our talk.”

Tivapat Martin

Partner Management Executive



“Thank you! A really simple process. Have just shared my first post.”