

SIEMENS

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.

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.



Changing Culture With Advocacy:

The Martec's AI-powered content and advocacy platform made this possible at scale across





Improving As An Employer of Choice:

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

Year on year improvement in Universum <u>ranking</u> 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: Vikes: 2,136 Comments: 160 Impressions: 6,344



CEO & Head of Asia Pacific

Example of an article: Vikes: **411** Comments: 91 Impressions: 42,974

President & CEO at Siemens Thailand

Example of an article: Vikes: **143** Comments: 13

Impressions: 6,496

SIEMENS







Managing **Director CEO**

Example of an article: Vikes: 503

Comments: **45**

Impressions: **12,913**

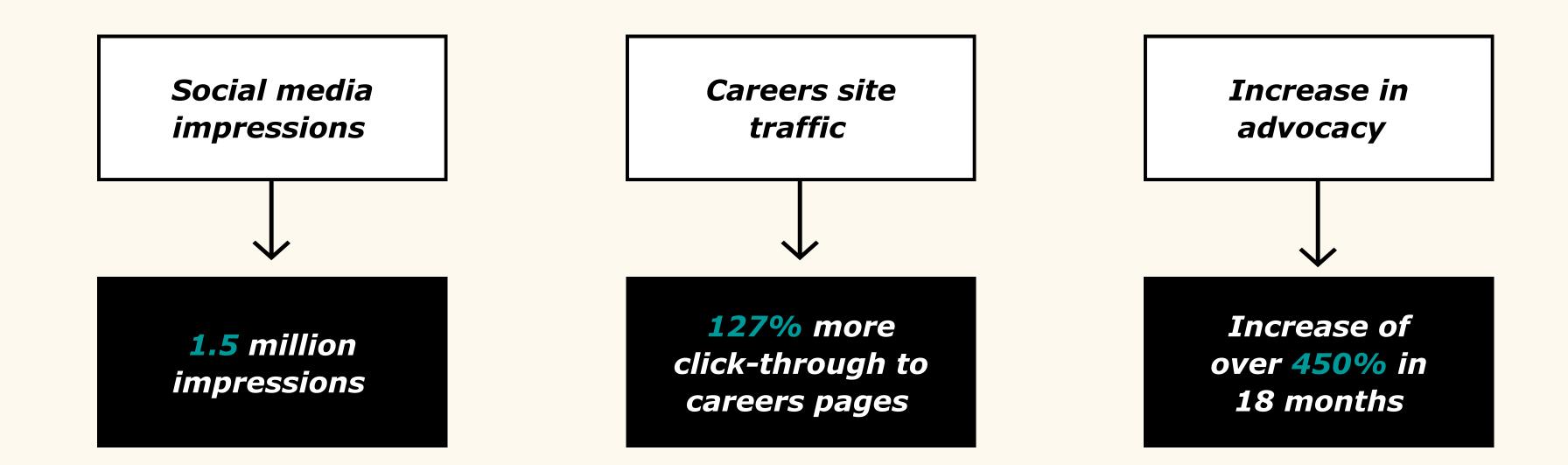


ASEAN **President & CEO**

Example of post: Vikes: **396** Comments: 10 Impressions: **3,952**

SIEMENS

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."

