



Improving as Employer of Choice with content



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**