



Julia Högendörfer

MBA, MA

Marketing & Communication Professional

Austrian

Single

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ABOUT ME

I am a senior professional with a sustainable career growth and development with 15 years of experience in brand strategy, communication, and traditional, digital- and channel marketing. As a passionate, results driven and analytical thinking individual, I love working with multicultural teams. By having an eye for design, being detail-oriented and coming up with creative concepts I help implement exceptional client experiences.

LANGUAGES



Native



Fluent



Basic

AWARDS

Unite to get it done MEA Recognition, 2017

Channel Marketing Excellence MEA Award, 2016

Partner Marketing Performance Award for Hardware MEA, 2015

Client 1st Marketing Project 'Social Business' MEA Winner, 2013

Top Marketing Contributor CEEMAS, 2009

Cash Award for PartnerWorld Leadership Conference Execution CEEMAS, 2007

EXPERIENCE

IBM, DUBAI

2016-2017

CLOUD MARKETING LEADER, MEA.

Reporting to VP, Cloud Sales, MEA

Worked with a multi-cultural team across Middle East and Africa in +70 countries.

Developed data driven marketing strategies with a budget of +\$1M by focusing on client centric, industry-based digital and F2F localized campaigns which resulted in a marketing revenue increase of 60%.

IBM, DUBAI

2014-2016

CHANNEL MARKETING LEADER. MEA.

Reporting to VP, Channel Sales, MEA

Responsible for strengthening the Business Partner relationships through 5 programs across marketing-, communication- and enablement.

Implemented the Co-Marketing program for 60+ partners, with over \$4M budget and a team of 7 people. Increased budget utilization by 70% and marketing pipeline by 40%.

IBM, VIENNA

2011-2014

POWER SYSTEMS MARKETING MANAGER, MEA.

Reporting to Director, Power Sales, MEA

Created a 360 degree brand plan, developed marketing concepts for newly launched solutions based on market insights data and defined the channel marketing strategy which resulted in increased market share by 3pts.

Brand repositioning from product-to solution based marketing aligned with the industry needs.

EDUCATION

MBA 2008 - 2010 (distinction)

DANUBE UNIVERSITY, AUSTRIA

International Business & Marketing

Thesis: A Social Media Marketing Hype.
How IBM transports its "Smarter Planet"
vision into Blogs, Social Networks,
Podcasts & Co.

ACADEMIC 2006 - 2008 (distinction)

WU EXECUTIVE ACADEMY

Academic Marketing & Sales Course

Marketing Case Study: The Leading Ski
Hotels of Austria.

M.A. 2001 - 2006 (distinction)

UNIVERSITY OF VIENNA

Journalism & Communication

Thesis: The specific qualities of events
within the corporate communication.

VOLUNTEER

May 2017

IBM CORPORATE SERVICE CORPS

Argentina, Jujuy

Project: Creating a Strategic Marketing
& Communication roadmap for the
Enhancement of Jujuy's Provincial
Tourism Strategy.

PASSIONS



EXPERIENCE

IBM, VIENNA

2010-2011

SYSTEMS MARKETING MANAGER, AUSTRIA.

Reporting to Systems Sales Leader, Austria

Designed a market segment plan based on the competitive landscape, industry trends, buying behavior and IBM Systems strategy which lead to increased engagement rates at events.

Collaborated with advertising agencies, and market research firms to implement compelling campaigns.

SYSTEM X & BLADECENTER MARKETING MANAGER, CEE.

Reporting to System x Sales Leader, CEE

Conceptualized and executed campaigns for +\$2M budget with a marketing team of +10 people.

Successfully positioned Intel-IBM alliance in the x86 market with an increase in market share.

Deployed a communication launch plan to increase awareness and of newly launched products.

CHANNEL MARKETING SPECIALIST, CEEMAS.

Reporting to VP Channel Sales, CEEMAS

Deployment leader of 4 IBM Partner programs including the Co-Marketing program for +40 partners across 10 regions with a budget of over \$3M.

Launches partner events and trainings including the creation of enablement materials and newsletters.

SALES, SWATCH GROUP.

Reporting to Store Manager, Swatch Group

Sales of Swatch, Flik Flak and Bijouterie leading to increased sales through special promotions and marketing initiatives.

IBM, VIENNA

2009-2010

IBM, VIENNA

2007-2009

SWATCH, VIENNA

2002-2006

TRAININGS

IBM

2007-2017

Design Thinking Workshop

Elevate Woman Leadership Development Program

Leading@IBM Program

Marketing Leadership Program