

PAUL KRUEGEL

Rechte Bahngasse 14 / TOP5
1030 Vienna, Austria

post@paulkruegel.com

+43 (0)660 828 88 73

<https://www.linkedin.com/in/pkruegel>



EXECUTIVE SUMMARY

A **marketing and technology evangelist** with over 15 years of experience in leading communications and marketing functions in software, apparel-, and healthcare organizations. An expert supporting strategic initiatives and complex products by planning, executing and controlling comprehensive marketing campaigns. He is a curious, personable, and creative digital native with a hands-on mindset and the ability to align technological progress and long term value creation.

- **Leading Marketing and Communications Programs**
- **Planning Strategic Communications Programs**
- **Measuring Marketing Key Performance Indicators**
- **Managing Key Stakeholders and External Partners**
- **Technology Consulting and Strategic Decision Support**
- **Product Management and Sales Coaching**

PROFESSIONAL EXPERTISE

[Siemens Healthineers AG](#)

August 2016 – March 2019

One of the leading publicly traded medical technology companies (FWB: SHL) offering diagnostic imaging and healthcare solutions. They are part of the Siemens AG, with more than 50,000 employees in over 70 countries on their own and a yearly revenue of € 13,4 billion on their own, headquartered in Erlangen, Germany.

Senior Global Communications Manager – Artificial Intelligence & Strategy (Contracted, April 2017 - March 2019)

Responsible for the global marketing communication of the software products in the field of artificial intelligence, with a budget of ~ 2 million euros p.a. and worldwide collaboration with the regional marketing and communication teams.

- **Leading Marketing and Communications Programs:** Planned and managed global marketing communications, sales and press contents e.g. realizing a highly successful launch of [AI-Rad Companion](#) and [AI-Pathway Companion](#). Developed marketing measures with a high return on investment to position the Siemens Healthineers digital offerings in a highly competitive digital health market.
- **Managing Key Stakeholders and External Partners:** Supported the leadership team in the preparation of external communication e.g. the [Siemens Healthineers IPO](#) in March 2018, that heavily relied on demonstrating the AI and digital health efforts. Collaboration with key stakeholders, external partners and regional teams globally to align on the communication strategy for the product portfolio.

Global Communications Manager – X-Ray Products (External Contract, August 2016 – March 2017)

Joined the [Medical Imaging Global Communications](#) Team on an external contract. Being responsible there for developing internal and external communication programs, planning strategic programs for the chief executive team, establishing new marketing tech stacks and measurement tools for KPIs.

- **Planning Strategic Communication Programs:** Developed marketing measures and managed the communication channels to establish leadership communication internally. Established broad coverage of the strategic initiatives (e.g. [Strategy 2025](#)) and their global events. Set up a professionally equipped Recording Studio at the Forchheim Headquarters for streaming audio & video recordings globally.
- **Measuring Marketing Key Performance Indicators:** Lead the team of the biggest department within Siemens Healthineers to establish a Digital Asset Management Tool (e.g. [Bynder](#)) in the whole organization. Achieved 25%+ more leads and interactions with the digital engagements, as well as significantly more efficient budget usage on marketing and communication activities.

[Rethynk GmbH](#)

December 2012 – January 2018

Successfully pitched the idea for a tech startup for a Software as a Service digital publishing solution and secured funding of 500.000 €. The company had sister companies in the US and Australia, employed 7 people and hired 35 external sales people.

Advisor (Freelance, January 2016 - January 2018)

- **Technology Consulting and Strategic Decision Support:** Regularly advised with recommendations on the sales funnel, user experience (UX), and strategic partnerships. Helped to implement and test an upgrade cycle for the infrastructure for the digital publishing platform to serve the customer base of around 75.

CEO & Product Manager (Contracted, December 2012 – December 2015)

Operational, strategic and organizational leadership of global teams, in consultation with investors and shareholders. Preparation and presentation of all business and sales figures for board members and investors, as well as the management of due diligence for investment and cooperation talks.

- **Leading Marketing and Communications Programs:** Development and control of multilevel marketing strategies for product launches in Germany, Italy, the US and Australia. Responsibility of the design and media production of all marketing advertising assets, as well as the User Experience and Interface.
- **Product Management and Sales Coaching:** Adaptation of the product portfolio to the requirements of national and international business partners. Management of requirements documentation as acceptance reports of external IT service providers as well as the evaluation of agile development cycles for Key Performance Indication. Conducting large seminars and trainings for the external sales company and major customers.

PREVIOUS ROLES

[NUREG GmbH](#)

April 2005 – November 2012

Digital Marketing Expert (Contracted & Freelance Position)

Highly skilled digital native and marketing expert realizing large brand and product marketing campaigns. Clients included [AIDA Cruises](#), [Adidas](#), [Nestlé Schöller](#), [SKY Television](#), [Carl Gross](#), Playboy Deutschland, Triebenbacher, Hotel Alpha Munich, Zentrum für Naturheilkunde Institute and others.

[Computec Media GmbH](#)

September 1999 – March 2005

Media Design Expert (Contracted)

Worked for [Computec Media](#) as the Head of Layout at the age of 22, developing magazine titles and setting up lean production workflows. Computec Media is part of the [Marquard Media](#) group which publishes over 100 titles in print ([Cosmopolitan](#), [PC Games](#), Joy, InStyle, Playboy etc.) and hosts online platforms (e.g. [golem.de](#), [buffed.de](#) etc.), being one of the largest privately held European media companies.

VOLUNTEERISM

[Chaos Computer Club](#) - [34C3 Leipzig Event](#) Organization

[FabLab Nuremberg](#) - Maker Lab Supporter (Laser Cutting, 3D Printing, CNC machinery, electronics)

EDUCATION AND PROFESSIONAL DEVELOPMENT

Marketing and Communications Specialist Bavarian Academy of Advertising and Marketing (Nuremberg, Germany)

Media Designer for Digital- and Print-Media IHK Nuremberg (Nuremberg, Germany)

OTHER RELEVANT INFORMATION

Languages: German (A1), English (C1)

Software skills:

Design & Production: Adobe (Acrobat, Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), Bynder

Marketing Tools: MailChimp, Yoast, Basecamp, Highrise, Salesforce, Hootsuite, Adobe Adlytics

Project Management: Scrum, Atlassian Jira, Rally, VersionOne

Office: Microsoft (Word, Excel, Powerpoint), Apple (Pages, Keynote, Numbers)

Others: Adobe XD Prototyping, Axure, Sketch, HTML, CSS, Wordpress, Swift, Objective C, GIT

Certifications:

SCRUM, Agile Management, Digital Marketing, Content Marketing, Certified Color Workflow, Process Management, Professional Photo Retouching

Interests and Projects:

Blockchain, Cryptography and Crypto Coins, Beautiful Business Society, Siemens Barcamp, Siemens Healthineers OpenSpace, Digital Competence Initiatives, Ethical Hacking

Vienna, May 2019



Paul Kruegel