## **IGDCR**

## **Institute for Global Digital Creativity and Relevance**

## Helmut Marx Advisor



helmut-marx@t-online.de / +49 175 9425 188

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As an expert in the field of global business development, Helmut combines more than 30 years of practical experience in Consulting, Business Development, Sales, and Management with relevant operational knowledge obtained by serving multiple clients and running complex engagements around the globe. He is a results- value- and growth driven strategic Information Technology and Business Leader with experience in strategic Business and IT Planning, Execution and Management. He has a strong track record in strategizing and executing global Go-2-Market programs with an emphasis on business innovation and client differentiation.

## **Core competencies include:**

- developing/implementing global Segment Strategies, differentiating Portfolio Elements and Business Plans
- developing/executing global Go-to-market strategies
- setting up/managing new business units in local markets as part of rolling-out global business programs
- designing/overseeing hybrid Delivery Organizations consisting of on-, near- and offshore entities
- led multiple major sales pursuits with geographically distributed teams
- successfully led culturally diverse teams with empathy, respect and strong communication skills to provide customer-relevant solutions