

## Contact

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(LinkedIn)

## Top Skills

Forschung  
Social Media  
Public Relations

## Languages

Deutsch (Native or Bilingual)  
Englisch (Full Professional)  
Spanisch (Professional Working)  
Französisch (Elementary)

## Certifications

Yoga Instructor  
Business Planning

## Honors-Awards

Stipendiatin e-fellows.net  
30 under 30 PR Talent 2018  
Young Talent Network  
Talents in Focus 2021

# Mirjam Laubenbacher

Brand & Community Builder | Yoga Instructor | 30u30 by PR Report 2018  
Bayern

## Summary

I am a multilingual strategic communications manager who believes in empowerment and community building. I am committed to support companies to strengthen their brand and to communicate authentically. I love working in an international environment and getting to know new cultures and people.

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## Experience

### Siemens

4 years 6 months

#### Strategic Communications Manager

August 2020 - Present (1 year 8 months)

As part of the strategic initiatives team we aim to leverage our brand by using events, media partnerships & cooperations to show that Siemens aims to transform the everyday.

#### Project Lead:

- IAA Mobility 2021
- Web Summit 2020/2021
- Financial Times Partnership: FT Future Cities Briefing for Expo2020 Dubai

#### Spokesperson of Siemens Talent Network

February 2019 - June 2021 (2 years 5 months)

Munich

As a spokeswoman of the Young Talent Network within Siemens I am responsible for the german wide coordination & organization of projects & events of our talent group.

#### Communications Data Analyst

October 2017 - August 2020 (2 years 11 months)

München, Bayern, Deutschland

#### Tasks within my role:

Scrum Master for the corporate crisis task force.

Scrum Master & Analyst for the brand positioning of Siemens AG.

Project lead for reshaping Siemens' global media monitoring to an integrated and automated system. Responsible for coordination and communication of a core team of 15 people from four different departments and various global stakeholders.

Product owner & community manager for the first analytics tool for internal communications with a global community of over 400 people. This tool was invented in-house based on my master thesis in 2015.

Community lead for enabling the global communication team to use analytics for their daily work. Offering trainings, presenting analytics in daily communications hub and configuring dashboards for speech writers, spokespersons & business partners of our managing board.

#### Short-term Delegation

October 2019 - December 2019 (3 months)

Beijing City, China

The aim of the short-term delegation within the chinese communications team in Beijing was the alignment and promotion of global projects in the region as well as building up a longlasting relationship to leverage local projects on a global level.

#### One Young World

One Young World Ambassador

July 2021 - Present (9 months)

#### Siemens

Corporate Communications & Change Management

September 2016 - March 2017 (7 months)

Orlando, Florida

In the world of digitalization a global company like Siemens cannot stop by changing it's business - it needs to change completely from the inside. As an intern at the communications department of IT we start from a user centric perspective and try to create an IT landscape that empowers our colleagues to do their job. Hence one of my major projects was to focus on embracing the way of digital working at Siemens.

Responsibilities:

Project lead for the first IT enabling project on a global scale. Identifying personas to help our employees to use new IT tools in their daily work life

(creation of first chatbot within Siemens explaining the IT landscape to our employees). The project got rewarded with a personal bonus of an amount with 5 digits from our internal idea management platform.

I was also part of the implementation team of the first in-house streaming platform globally called MyTV and project lead in the first successful test stream out of China for board member Janina Kugel.

## BMW Group

### Internal Communications

September 2014 - February 2015 (6 months)

As part of the corporate communications team at BMW one of my major tasks was to support the communication and the event management of the board member of purchasing and supplier network as well as the board member of development.

Furthermore I directed and organized film projects for the corporate communication of BMW for employees.

## M94.5 - Ein Angebot der MEDIASCHOOL BAYERN

### Editor

February 2013 - April 2013 (3 months)

## Bayerischer Rundfunk

### Editor

August 2012 - September 2012 (2 months)

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## Education

### Ludwig-Maximilians Universität München

Master's degree, International Public Relations · (2015 - 2017)

### Universidad CEU San Pablo

· (February 2015 - July 2015)

### Ludwig-Maximilians Universität München

Bachelor's degree, Communication Science & Economics · (2011 - 2015)