

ERIK S. MEYERS

Schachener Straße 171 * 88131 Lindau (Bodensee), Germany * M: +49 151 11195191* erik@wordsmithy.de * @esm517 * [LinkedIn](#)

Digital /
Strategy

20+ Years
Comms/Mktg

International/
Multi-Industry

Inspiring Leader

Bridge between
Comms & IT

Profile

With experience living and working in Europe, North America and the Middle East, I'm proud of the work that my teams and I have accomplished. As a strategic advisor and corporate affairs executive, I have worked in multiple industries (construction, chemical, IT, automotive, and banking). My passions are digital transformation, corporate strategy/positioning, executive communications & wordsmithing.

PROFESSIONAL EXPERIENCE

[Erik S. Meyers Consulting](#), Lindau (Bodensee), Germany

October 2020 – present

Founder & CEO

- **Unique offer**
 - Deep industry experience
 - Bridge between communications & IT
 - Intercultural expertise
- **Comprehensive communications consulting for:**
 - Digital transformation/digital communications
 - Communications strategy, Executive communications
 - Intercultural communications

[Hilti Corporation](#), Schaan, Principality of Liechtenstein

April 2018 – January 2020

Head of Corporate Communications

- Overall global responsibility for corporate communications; company spokesperson
- Communications strategy: formulating first comprehensive communications strategy for Hilti
- **Project lead global Digital Workplace project: go-live for 30,000 users in 18 months from project start; hired first community manager, launched first global community management program**

[BASF SE](#), Ludwigshafen, Germany

2011 – March 2018

Head of Global Communications, Performance Chemicals (December 2016 – March 2018)

- Corporate affairs lead for Performance Chemicals division (€4B sales; 5K employees)
- **Successful LinkedIn campaigns; new internal comms platform; introduction of new division president**
- Comprehensive communications package, e.g. [partnership](#); [innovation](#); [price increase](#); [investment](#)

Head of Channel Management (July 2014 – November 2016)

- Expanded portfolio, now including global visual communications and online Europe
- Key member of corporate affairs strategy team; comms/marketing lead for BASF 150th anniversary in 2015
- **New BASF.com 2014: responsive design, user experience** ([Gold W3](#), [praise Bowen Craggs](#), [Comprend No. 1](#))
- **Innovative internal channels to promote dialog** (e.g. featured in [Digital Workplace Report 2013 and 2014](#))
- Social media strategy & growth, e.g. LinkedIn (0 to over 500,000 followers)

Head, Global Online and Employee Communications (June 2011 – June 2014)

Head, Global Online Communications (February – May 2011)

Senior Manager, Executive Communications (January 2011)

- **Built new team from ground up**; managed outside agencies (including naming lead agency)
- BASF pioneer in B2B online communications, social business and collaboration (multiple awards including International German PR Award 2011)

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SAP AG, Walldorf, Germany

October 1998 – 2010

Director, Executive Communications, Global Communications, Office of the CEO (2009 – 2010)

- Executive Communications advisor to Board; Speechwriter for Léo Apotheker and later co-CEOs
- Speech Examples: Fourth German IT Summit, CeBIT opening ceremony with Chancellor Angela Merkel

Head, Portal Usability & Innovation; Senior Strategic Consultant, Office of the COO (2006 – 2009)

- Developed vision/strategy, identified relevant activities and KPIs, guided and monitored execution
- Project Manager and team lead: Intranet, high-level internal events, global development network
- Awards: 2008 NNG Top Intranet; 2008 LACP for employee comms; 2006 LACP for Intranet

Senior Analyst, Corporate Strategy, SAP Global Communications (2003 – 2006)

- Strategic analysis, executive communications & official POVs for CEO Henning Kagermann
- Example 1: “A Fair Share of Responsibility,” The Partnership Principle: New Forms of Governance in the 21st Century. Alfred Herrhausen Society for International Dialogue, 2004
- Example 2: Letters to Shareholders (Best Letter to Shareholders, 2005 LACP Vision Awards)

Managing Editor, SAP INFO, SAP Global Communications (2001 – 2003)

- Owned end-to-end process for English ed. of customer magazine; grew US partnerships, incl. trade shows

Technical Editor/Translator, Technology Development (1998 – 2001)

- Translation coordinator; high-quality technical documentation/user interfaces; terminology lead

Robert Bentley, Inc, Cambridge, Massachusetts, U.S.

Nov 1996 – Sept 1998

Assistant to President / IT & Translation Director

- Responsible for entire IT infrastructure; effective troubleshooter; built/managed tech translation dept
- Software engineer team member for innovative service/training software for Audi/VW

University of Connecticut Cooperative, Hartford, Connecticut, U.S.

May 1993 – January 1996

School of Law Store Manager: Overall bookstore responsibility: best sales growth (over 10% annually)

PUBLICATIONS

“[The Accidental Change Agent: A Fresh Take on Organizational Change.](#)” GenreStar. 2020

PROFESSIONAL DEVELOPMENT / MEMBERSHIPS

June-August 2020: Founder Coaching

Member of the [European Association of Communication Directors](#)

ACADEMIC EXPERIENCE

University of Connecticut / Laboratory of Dr. Alan H. Brush

1992 – 1994

Storrs, Connecticut; Research Associate in Ornithology

EDUCATION

Bachelor of Science in Biology / Bachelor of Arts in German, University of Connecticut, Storrs, CT (1994)

Honor Diploma, Manchester High School, Manchester, CT (1989)

Matthias-Claudius Gymnasium (High School), Germany; Exchange Year (1988-1989)

Studies in Hebrew and Judaism at Center for Conservative Judaism, Jerusalem (1996)

LANGUAGES

Fluent in English and German
Basic French, Italian and Hebrew

HOBBIES & INTERESTS

Cycling, Languages, U.S. Presidents,
History, Travel, Writing