

MANAGER PROFILE Silke Boysen-Korya



B2B Communication – Industrial and SME

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VERTICAL MARKETS

Industrial Ethernet, Industrial Automation, IIoT, Smart Manufacturing, Rail, Power, Cyber

COMPANIES

NEC Deutschland, Force Computers, Infineon AG, Molex Inc, Moxa Europe, Murrelektronik

QUALIFICATIONS

Languages (focus: economics), translator and interpreter for English and French

SPECIAL FOCUS

- Strategic communication: employer branding and market entries
- Change communication: re-organizations, restructuring and C-level coaching
- Crisis communication: M&A, market developments, global events

Contact Deutsche Interim AG: info@deutscheinterim.com or [+49 69 173 201 23 - 0](tel:+4969173201230)

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The interim manager is an expert in corporate communication, with a focus on complex products and services. Additionally, she is highly skilled in guiding companies through periods of change, employing effective communication both outwardly to the market and inwardly to the workforce. She adeptly utilizes the entire spectrum of traditional and digital communication. The expert is available for mandates as an interim head of communication departments, as well as for projects in corporations and large SMEs.

In her most recent mandate, for instance, she successfully expanded the digital communication of an electronics company as the Director of Corporate Marketing. She increased the five-digit number of LinkedIn followers by another 34% and tripled the engagement rate. For a high-tech startup based in Berlin, she developed a digital trade fair as a pilot project in 2021. In another mandate, she increased lead generation from 0 to more than 26% of the company-wide lead funnel. In a separate project, she raised the Equivalent Advertising Value (EAV) from 0 to €250,000 within a quarter by disseminating the client's content through her network, including in specialized articles and interviews.

In-Depth Knowledge of American and Asian Business Cultures

The communication expert has been working as a freelance interim manager since 2021. Prior to this, she served, among other roles, as the Head of Marketing Europe at a leading Taiwanese company specializing in Industrial Ethernet and as Senior Manager Marketing Europe at a German provider of Workforce Management Software listed on the stock exchange.

Clients particularly benefit from her diverse marketing experience in highly competitive markets. Through numerous projects, she is familiar with international collaboration and is well-versed in the business culture of US companies as well as Asian customs. As a translator and interpreter for English and French, she excels in both the Anglo-American context and in French-speaking countries.

Clients, executives, teams, and stakeholders appreciate her interconnected, cross-disciplinary thinking, as well as her pronounced communication skills. Thanks to her strong empathy, the expert can identify conflicts early and proactively contain them, overcome resistance, and engage stakeholders in finding solutions.

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Furthermore, the interim manager stands out for her great creativity, not only in marketing but also with innovative approaches to product development. She has repeatedly enriched the portfolios of her employers or clients successfully.

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Stefan Gebel
Senior Consultant

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Tanja Esmysl
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