



Katie Axam
CMO

IBM Central and Eastern Europe



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Katie is the CMO for IBM Central & Eastern Europe. This region covers around 29 countries. She is responsible for overseeing the planning, development and execution of IBM's marketing initiatives and is passionate about creating a data driven approach to deliver a client centric message, combining digital practices with personal experiences for IBM's clients.

Katie is a senior marketing professional with 20+ years of experience from Australia. She has strong leadership and strategic planning skills spanning Asia Pacific, Middle East Africa, Latin America and Central Eastern Europe.

With almost 20 years at IBM she has held many regional and country based Marketing positions, working with the leaders of many of IBM's business units. Prior to her current role she worked in Shanghai, China managing Geo Expansion marketing and communication which included; branch openings (record number of 155 in 2012) integrating market intelligence, market conditioning, branding, internal / external communications, workforce enablement, advertising, demand generation and corporate citizenship to maximise IBM's presence in the city and drive balanced and profitable growth across all Geo Expansion branch offices.

Her qualifications include Master of Commerce (Advanced Specialization in Marketing) and Bachelor of Commerce (International Business and Management). In 2014, she moved with her family to Prague, Czech Republic.