BSC Berlin Security Conference
Congress on European Security and Defence

Martina Koederitz

General Manager IBM DACH – Germany, Austria & Switzerland

Keynote Industry
Wednesday, 30th November 2016, 11:00 – 11:20 h

Martina Koederitz is General Manager of IBM Germany since May 2011. Since April 2013, she is also General Manager of IBM Germany, Austria and Switzerland and thus responsible for the DACH region. Previously, she was member of the board and Vice President Sales IBM Germany.

From 2009 to 2010, she worked as Vice President General Business & Channel, IMT Germany, which comprises hardware, software and services solutions and the collaboration with business partners. Before, she filled the position of Vice President IBM Systems and Technology Group (STG) in IMT Germany.

Martina Koederitz started her career at IBM in 1987 as system consultant and was appointed to Sales Manager in Financial Services Sector after holding several positions in systems consultancy and sales management within IBM. Since 1999, she held the position of Business Unit Executive and was responsible for the sales organization of the cooperative financial services network. In 2003, Martina Koederitz was appointed to Vice President of IBM zSeries Sales EMEA and since 2006 she worked as Vice President of System z Sales in Germany. After that, she worked as a Client Advocacy Executive in the office of then IBM CEO Sam Palmisano in Armonk, New York.

Martina Koederitz holds a degree in Business Administration (BA). Additionally to her position within the Steering Committee of the German Industry association (BDI) and the IT association BITKOM, she is active in numerous organizations, including the Donors' Association for German Science, VDMA and the association Stiftung Rechnen. In September 2015 she was honored with the Mestemacher Award Manager of the Year.