

ELKE HEISS CHIEF MARKETING OFFICER



Elke Heiss leads the company's global marketing efforts. Elke is responsible for developing the company's integrated marketing strategy, positioning and messaging, brand awareness and thought leadership activities.

Together with her team, Elke ensures seamless execution of online, social media, public and analyst relations, events, content marketing, demand generation, partner marketing, and internal communications activities.

Elke joined Y Soft in the Fall of 2014 as Head of Global Marketing bringing over 20 years of experience providing strategic counsel, messaging and positioning, development and management of global marketing communications, public relations, social media and business development programs for B2B and B2C technology companies, including many corporate reputation and product positioning campaigns in the U.S., EMEA and Asia-Pac.

Prior to Y Soft, Elke was managing director and executive vice president of GolinHarris, a global integrated marketing and communications agency. There she was also the agency's technology practice co-lead. Before joining GolinHarris, Elke was the managing director and vice president at Sterling Communications, a technology agency. Elke also held executive positions at GlobalCom PR-Network and Hartmann & Lotz Europe, a pan-European marketing agency in the U.S. and EMEA and co-founded GlobalCom PR-Network Inc. in the U.S. Elke started her career in marketing communications at Alliant Computer Systems. Elke is an avid sailor and enjoys Asian culture, cooking, reading, yoga and traveling.