



Attractive employer

18 June 2020

## TÜV SÜD Employer Brand distinguished at the IN2 SABRE Awards

**Munich.** TÜV SÜD has received a certificate of excellence for its employer brand “Future in your hands” in the “Best in Identity Branding” category at the IN2 SABRE AWARDS. The innovation arm of the SABRE Awards, the IN2 SABRE AWARDS, primarily distinguish projects in the fields of innovation and insights (IN2), focusing on content creation in management, marketing and PR.

Through its new employer branding concept, “Future in your hands”, TÜV SÜD addresses new talents worldwide, showcasing the full variety of its fields of activities and career opportunities as a modern certification and service organisation. “The slogan underlines our employees’



motivation”, says a delighted Claudia Delp, Head of Global HR Talent Acquisition, Learning and Development. Eva Engström, Project Owner, adds, “As they perform their inspection and testing activities, they hold the future in their hands in a very real sense and are frequently the first to assess new technologies or products. And they take enormous pride in this.” The international concept focuses on the company’s employees as brand ambassadors. Their stories offer authentic insights into exciting projects and working life at TÜV SÜD. Design templates are variable, allowing simple and targeted alignment of the campaign to different countries, target groups or communication channels. The employer brand concept was developed in collaboration with the German branch of the communication agency Edelman.

The IN2 SABRE Award is the second distinction won by the brand after gaining “Best Employer Brand Silver” in the Employer Branding Award’s Global Player category in 2019.

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Founded in 1866 as a steam boiler inspection association, the TÜV SÜD Group has evolved into a global enterprise. More than 24,000 employees work at over 1.000 locations in about 50 countries to continually improve technology, systems and expertise. They contribute significantly to making technical innovations such as Industry 4.0, autonomous driving and renewable energy safe and reliable. [www.tuvsud.com](http://www.tuvsud.com)