



HEXAGON

Lydia Zamparelli's Interview

2026-2027 Marketing Plan For Hexagon

10/6/2025



HEXAGON Profile

Headquarters | Stockholm, Sweden

Founded | 2000

Employees | 24,000

Presence | 50+ countries

Industry | Tech & Software, Measurement & Positioning

Notable | **cādence** Design Systems is in the process of acquiring Hexagon's Design & Engineering Company

Positioning | When it has to be right, it has to be Hexagon.

Mission | To deliver end-to-end solutions for assured autonomy and positioning across land, sea, and air—providing precise, accurate, reliable, available, and authentic positioning, navigation, and timing (PNT) capabilities.



HEXAGON Profile

Industries Served

Aerospace

Agriculture

Automotive

Construction

Defense

Energy and Power Gen

Manufacturing

Mining

Oil & Gas

Public Safety

Company Divisions

Asset Lifecycle Intelligence

Autonomous Solutions

Geosystems

Manufacturing Intelligence

Safety, Infrastructure & Geospatial

Featured Products (348)

Anti-Jam Systems

ATS-800

Correction Services

EcoSys

Geospacial Solutions

Mineplan Engineering Shortplan

Hexagon OP Collision Avoidance System

HxGM EAM

Machine control and automation

MAESTRO

Public safety platform

Reality Capture

MSC: Computer Aided Engineering CAE + Finite Element Analysis (FEA) offerings.

MSC Competitive Set



SIEMENS



SWOT

Strengths	Weaknesses
<ul style="list-style-type: none"> • Acquisition may offer up marketing spend for rebranding efforts • MSC is a strong legacy brand in simulation with industry trust • Expanded portfolio of products is created as Hexagon goes through acquisition 	<ul style="list-style-type: none"> • Time and effort is needed to rebrand marketing deliverables and reorganize company • Company convergence can cause internal jockeying/chaos • Cultural differences can hinder the ease of integration and collaboration
Opportunities	Threats
<ul style="list-style-type: none"> • Opportunity to position company at forefront of rapidly advancing areas such as AI, Autonomous Engineering & Semiconductors • Rare opportunity to rebrand Hexagon as it goes through major acquisition 	<ul style="list-style-type: none"> • Competitors may use acquisition uncertainty to poach customers • Failure to move quickly could result in losing relevance in fast-moving AI & chip sectors • Market confusion could be created if messaging is unclear during transition

Goal

Increase revenue by 20% in 15 months.

MSC revenue was 265M in 2024; Goal is 53M.

Strategy

- MSC product focus in Simulation & Design
- Focus on Aerospace & Automotive Industries
- Cadence acquisition as a catalyst for expansive portfolio
- Capitalize on AI, Autonomous Engineering & Semiconductors

Tactic #1: CES Event Attendance



Why CES? 130,000+ attendees, high decision-maker density across mobility, AI, aerospace, energy, health

Strategic Alignment

- Immersive AR/VR simulation installations
- Showcase AI-driven measurement vs. baseline
- Co-present with aerospace/auto OEM

Business Growth | Ability to sell products with expanded Cadence-backed capabilities

Budget | \$200k

KPI Measurements | Booth traffic, digital coverage, follow-ups, pipeline attribution

Tactic #2: DocuSeries on Netflix



Why Netflix? People binge-watch in the Winter. What a great way for the public to get acquainted to a field like tech and engineering.

Strategic Alignment | Hexagon & partners in automotive/aerospace are shaping next-gen in design and engineering.

What's in it for the Partner | Positive publicity & sales increase

What's in it for Hexagon/Cadence | Household innovation brand name & ideally sales increase

What's in it for Netflix | Tech storytelling to new audiences

Business Growth | Evergreen content to inspire & attract future deals

Budget | 1M

KPI | Views, engagement, sales follow-ups citing series

Tactic #3: PR News Coverage



Why PR? Innovative marketing generates newsworthy headlines.

Strategy Alignment | Big headlines around Netflix DocuSeries in Tech sector

Outlets | WSJ, NYT, TechCrunch, Wired, CNET, Local Press, News Television Outlets

Business Growth | Authentic & minimal cost way to improve name of Hexagon with a noteworthy story.

Budget | \$500K Employee Overhead for Press Release and Outreach

KPI Measurement | Press mentions, sales follow ups mentioning news coverage

Tactic #4: Ads (15 / 30 / 1M)



TBWA\Chiat\Day

Why 30 Second Ad? Creative agency offers unique brand messaging impact for the company.

Strategic Alignment | As Hexagon goes through rebranding efforts, external views on messaging provide impact as the company merges internally.

Business Growth | Boost brand awareness, clear messaging, targeting & brand understanding is clearly developed

+Budget | 2M+ (scaled by channel placement)

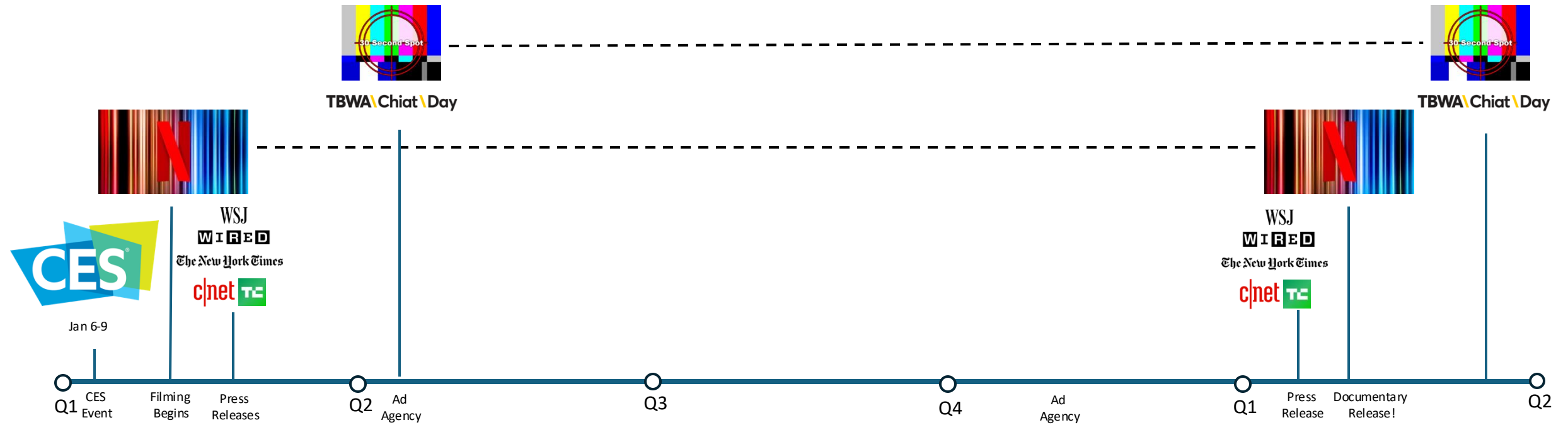
KPI's | Impressions, engagement, CTR, pipeline impact

Budget

3-6% of 265 Million in MSC Revenue in 2024, about \$8-\$16M Budget

Campaign Tactic	Amount
CES Auto/Aero Partnership	\$200,000
Netflix Documentary	\$1M
Ad Campaign with Large Creative Agency	\$2M+
PR Efforts (Attributed in Employee Overhead)	\$0
Employee Overhead 40% of budget for existing efforts	\$6-12M (continues regularly planned marketing efforts)
Total	\$9.2-\$15.2

2026-2027 Calendar



Thank you  **HEXAGON**

Please consider **me** for the **Field Marketing Manager** position!