

## BIOGRAPHY



### Jackie Helfrich

Vice President and  
Chief Marketing Officer,  
Industrial Solutions

Jackie Helfrich serves as Vice President and Chief Marketing Officer for TE Connectivity's Industrial Solutions segment, where she is responsible for the strategic direction of global marketing, customer experience, and commercial innovation across the Aerospace, Defense and Marine, Energy, Industrial, and Medical businesses.

Jackie returned to TE in 2022 from Xylem, a \$7B water technology leader. There, she spent seven years as a marketing executive leading transformation in marketing, strategy, product management, and communications for their Dewatering business, serving the construction rental market. She also led marketing and business development for their Industrial Americas segment, serving the Mining and Oil and Gas markets. Most recently, she served as Xylem's Vice President of Marketing, where she led brand vision, strategic commercialization, and the activation of Xylem Vue, the company's digital software and services platform.

Before Xylem, Jackie was with TE for nearly 20 years in progressive, growth-focused leadership roles in marketing, channel management, and strategy. During her tenure, she has worked within the businesses and on corporate teams, including three years in China where she built TE's local brand reputation and marketing capabilities.

Jackie holds a Bachelor of Arts in Marketing from the University of Hartford.