

## Thai Lai Pham named Siemens ASEAN's new CEO

Siemens has appointed Dr Thai Lai Pham as the new CEO of Siemens ASEAN and Singapore, effective 1 November 2019. Dr Thai Lai will concurrently be the Country CEO of Siemens Vietnam, a position he has held since 2012. He succeeds Dr Armin Bruck, who will retire from Siemens after an illustrious 32-year career with the company.

Dr Thai Lai started his career in Siemens in 1997 in the company's Corporate Research unit in Princeton, USA. He then took on various corporate strategy, product development, sales and management roles in the now-defunct mobile phones division, as well as the Healthcare, Energy and Building Technologies divisions, in the US, Europe and Asia.

As Country CEO of Siemens Vietnam, Dr Thai Lai has grown the business and led Siemens to become a key infrastructure partner for the country. Siemens has most recently helped VinFast, Vietnam's first volume car manufacturer, to build Southeast Asia's first fully digital factory, and equipped Trung Nam Solar Park, Vietnam's largest solar farm, with an electrical Balance of Plant solution.

In his new role as Siemens ASEAN's CEO, Dr Thai Lai will help to sharpen the company's industrial core of Digital Industries, Smart Infrastructure and Mobility businesses in the region.

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