

Raj Batra

**President – Digital Industries
Siemens USA**

Biography

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Raj Batra is President of Digital Industries (DI) for Siemens USA, where he oversees all development, marketing, sales, R&D, vertical industry, and manufacturing aspects for DI in the United States. Batra is also a member of the Board of Directors for the Siemens Foundation.

Batra has held a wide range of high-level management strategy, and sales positions since joining Siemens in 1993. Those positions range from Vice President, General Manager, and Global Account Executive to the founding member and Director of the Automotive and Aerospace Vertical Market Organizations. Prior to his tenure at Siemens, Batra managed technical sales and automation solutions for discrete manufacturing and process industries.

In 2019, Batra was appointed Chairman of the Board of Governors of the National Electrical Manufacturers Association (NEMA), an organization responsible for guiding technical standards, providing advocacy for industry policies in the areas of digitalization and automation, and enabling the dissemination of crucial industry data. In addition, Batra serves as a member of the Executive Committee of Manufacturers Alliance for Productivity and Innovation (MAPI).

Batra earned a Bachelor of Science (BS) in Electrical Engineering from Lawrence Technological University in Michigan and a Master of Business Administration (MBA) degree from the University of Michigan.

