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## Siemens reorganizes corporate communications and government affairs

- **Michael Inacker named new communications head**
- **Stephan Heimbach to head government affairs and corporate affairs**

Siemens AG is reorganizing the areas of corporate communications and government affairs at its company headquarters. Michael Inacker (49), currently assistant editor-in-chief and head of the Berlin office of the German newspaper *Handelsblatt*, has been named to head Siemens' corporate communications and corporate branding areas. He will assume his new duties at the latest by October 1, 2013. Corporate communications at Siemens AG comprises the company's external and internal communications as well as its branding-related activities. In the future, Stephan Heimbach, who currently has overall responsibility for corporate communications and government affairs at Siemens, will head the areas of corporate affairs and government affairs. As Corporate Vice Presidents, Stephan Heimbach and Michael Inacker will report to Siemens President and CEO Peter Löscher.

"I'm very pleased that – with Michael Inacker – we've acquired a communicator with expertise in both strategy and operations, one who has wide-ranging experience in global companies and has held leading positions as a journalist. He will bring new momentum to our corporate communications in a tough competitive environment and a rapidly changing media landscape. With our new structures in the fields of communications and government affairs, we'll also be even better positioned for dialogue with the media, the general public, governments and society," explained Siemens President and CEO Peter Löscher.

Since the beginning of 2012, Michael Inacker has been a member of *Handelsblatt's*

main editorial team. For many years, he was a journalist at the German weekly *WELT am SONNTAG*. He was also cofounder and, later, capital city head of the German newspaper *Frankfurter Allgemeine Sonntagszeitung*, as well as assistant editor-in-chief of the German business magazine *WirtschaftsWoche*. In his eight years in industry, Inacker was head of the planning staff of the CEO of Daimler AG and subsequently the head of Daimler's activities in the area of government and external affairs. He was also responsible for corporate communications and government affairs at METRO for three years.

Under the leadership of Stephan Heimbach, who has held a variety of leading positions at Siemens since 1992, the company will reposition itself in its key relationships with political organizations and governments at the national and international levels and intensify its representation in and cooperation with industry associations in Germany, in Europe and internationally.

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