

Munich, March 13, 2020

## Florian Martens to head Global Media Relations and Executive Communications

- **Successor to Robin Zimmermann, new Head of Communications at Siemens Energy**
- **Overall responsibility for global media relations and coordination of Managing Board communications**
- **Many years of international communications experience and extensive media network**

Florian Martens (42) has been appointed the new Head of Global Media Relations and Executive Communications at Siemens AG, effective June 15, 2020. He succeeds Robin Zimmermann (49), who is now the Head of Communications at Siemens Energy. In addition to global media relations, Martens will be responsible for coordinating the Managing Board's executive communications.

Martens joins Siemens from Daimler AG, where he has been responsible for communications at Daimler Trucks & Buses (Daimler Truck AG), the world's largest commercial vehicle manufacturer, since 2013. He previously held a wide range of leadership positions in and outside Germany, including positions in global communications and product strategy at Mercedes-Benz Passenger Cars.

"We're very pleased to have won Florian Martens for Siemens. He has extensive international experience in all communications disciplines and an excellent national and international media network. He also has a deep understanding of business and has proven leadership qualities in a time of digital transformation," said Clarissa Haller, Head of Siemens Communications.

“I’m looking forward very much to my new task at Siemens, accompanying and supporting communications at the global company as it moves into the future. I’d like to thank all my colleagues at Daimler for the many exciting years and opportunities and for their unflagging cooperation,” said Florian Martens.

In his nearly three years at Siemens AG, Robin Zimmermann had a major impact on Siemens’ external communications. He further digitalized the press office and was responsible for successful issue management and crisis communications. “I’d like to thank Robin Zimmermann for his always very trust-based collaboration and the excellent results he achieved. I wish him every success in his new and responsible role,” said Clarissa Haller.

This press release is available at <https://sie.ag/39OS79g>

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