
July 11, 2022

Siemens acquires Innovation Strategies – A Digital Transformation Company in Spain

- **Siemens Advanta expands its footprint to the Iberian Peninsula**
- **Innovation Strategies is a leader of advanced tech services in Spain**
- **Horizontal capabilities to create extra value to Siemens' clients**

Siemens has acquired the Spanish digital transformation company Innovation Strategies, which is to become part of Siemens Advanta. The transaction was signed and closed on July 1, 2022.

Innovation Strategies is a successful digital consulting services and custom software development company with offices in Palma de Mallorca, Cordoba and Sevilla. The company has 100 employees who will continue to apply their valuable digital capabilities across industries.

“We welcome the Innovation Strategies team and we are excited to expand our growing business,” said Aymeric Sarrazin, CEO of Siemens Advanta. “By combining our ‘go-to-market’ and deep domain know-how with Innovation Strategies’ digital capabilities, we will create value, which is crucial for accelerating digital transformation for our customers and partners. We intend to scale up Innovation Strategies’ business by building on its experienced team and existing digital expertise.”

Also underscoring the importance of this acquisition, Miguel Ángel López, CEO of Siemens Spain, says “With this move, Siemens demonstrates its commitment to extend its footprint in Spain, which is among the largest markets for Digital Transformation Services in the EU.”

Miguel Fernandez Diaz, CEO of Innovation Strategies states: “We are truly excited to be joining the Siemens Advanta family on this next phase of our growth journey. This acquisition

expands our capabilities to serve our clients better and provides tremendous opportunities for our employees.”

Siemens Advanta enables its clients to unlock the digital future with its end-to-end solutions and drive the digital transformation of entire industries. Siemens Advanta combines more than 9,000 employees in 19 countries and 89 offices into a global network of cross-functional teams and highly skilled experts.

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Siemens Advanta is the strategic business unit of Siemens, enabling companies to unlock the digital future by offering end-to-end support on their unique digitalization journey. Siemens Advanta is a strategic advisor and a trusted implementation partner in digital transformation and industrial IoT with a global network of more than 9000 employees in 19 countries and 89 offices. Highly skilled and experienced experts offer services which range from consulting to design & prototyping to solution & implementation and operation – everything out of one hand. Further information is available on the Internet at www.siemens-advanta.com.

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