



President & CEO, Siemens Malaysia
Head of Digital Industries, Siemens Malaysia

Mr Adam Yee

Mr Adam Yee is the President & CEO of Siemens Malaysia, an appointment that he took up since Nov 1, 2019. He is concurrently the Head of Digital Industries in Malaysia, overseeing market strategy and business development and implementing various frameworks to improve the company's sales and market approach.

As the country head for Siemens Malaysia, Adam ensures the company play a prominent role in supporting nation-building projects, especially in the industry and infrastructure sectors. He is spearheading the launch of two new Siemens competency centers in 2021 - the **Siemens Customer Experience Center** in Penang that helps industry and SMEs to embrace Industry 4.0 technologies, as well as provide technical support in automation and digitalization; and the **Siemens Innovation and Resource Training Center (SIRTC)** in Petaling Jaya that equips education (graduates) and industry (existing workforce) sectors with Industry 4.0 training.

Under his leadership, the Digital Industries business was awarded the titles of Best Profits in Operation and Best Performance in Order Intake by Siemens headquarter within two years of his then appointment as Senior Vice President & Division Lead. It also won the World's Highest Turnover Increase in Co-Sales Countries in Training Business and the Courage and Innovation in Developing New Training Business awards for its Siemens Industry Training (SITRAIN) product here in Malaysia.

In 2021, Adam was conferred the Top 50 Impact Lifetime Achievement Awards Business Excellence by KSI Strategic Institute for Asia Pacific. The award was presented T.Y.T Tun Seri Setia Dr Haji Mohd Ali bin Mohd Rustam, Yang Di-Pertua Negeri Melaka.