



# Manufacturing 2075

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## **Brian Holliday**

**Managing Director for Siemens Digital Factory**

Brian Holliday is a member of the Executive Management Board of Siemens plc and Managing Director for Siemens Digital Factory, which serves the manufacturing and infrastructure sectors. He is also Chairman of Siemens Industry Software UK.

He chairs the UK ElecTech Council (ESCO), which represents the interests of the UK electronic and electrical sectors, and is a supervisory board member for the High Value Manufacturing Catapult in addition to being a main board member for EEF, the Manufacturers' Organisation.

A Chartered Engineer and Fellow of the Institution of Engineering and Technology, Brian started his career with Texas Instruments and went on to read Computer Systems at Cardiff University before joining Siemens, the global leader in electrification, automation and digitalisation in 1993.

He attained his Executive MBA at Manchester Business School in 2000 and in 2014 became a graduate of the CBI's Executive Leadership Programme.