

## **BRIAN HOLLIDAY**

### **MANAGING DIRECTOR FOR SIEMENS DIGITAL FACTORY**

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

In June 2015, he became Chairman of the Electronic Systems Council (ESCO) which represents the interests of 85,000 British Electrical & Electronics companies. He is a Supervisory Board member for the British High Value Manufacturing Catapults which seek to stimulate growth through innovation in Manufacturing and is a Main Board member for The EEF, the Manufacturers' Organisation which provides vital business support, training and governmental representation for the sector.

A Chartered Engineer and Fellow of the Institution of Engineering and Technology, Brian started his career as an apprentice with Texas Instruments and went on to read Computer Systems at Cardiff University before joining Siemens, the global leader in electrification, automation and digitalization, in July 1993. He attained his Executive MBA at Manchester Business School in 2000 and in 2014 became a graduate of the CBI's Leadership Programme.

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