



# Dr. Heinrich von Pierer

Business Leader and CEO of Siemens for 13 Years



## CSA CELEBRITY SPEAKERS

Taking over the helm at the industrial giant Siemens in 1993 Dr. von Pierer was the driving force behind the company's streamlining and rationalizing internal processes, boost innovation, refocus the company's portfolio, enter key new markets, and to fashion a new corporate culture. Under his direction, Siemens anchored its dominant presence in global market. Today he is a member of several supervisory boards, the President of the German Asia-Pacific-Committee and has functioned as an advisor to the German Government.

**" There will be hunters and hunted, winners and losers. What counts in global competition is the right strategy and success."**

### In detail

He joined Siemens in 1965, first in the Corporate Finance Department and later in the Legal Department. Prior to joining Siemens, he taught law at the University of Erlangen-Nuremberg. After stepping down as CEO, he was chairman of the supervisory board, from which he resigned in 2007. To date he still lectures in Nuremberg, where he holds an honorary professorship.

### What he offers you

Having kept the industrial giant not only on the top for the 13 years of his leadership, but also doubling sales and tripling profits Dr. von Pierer is ideally positioned to share with decision makers the innovative operating strategies he implemented at Siemens. He also demonstrates how to lead such a hugely successful electronics group to steadily increase their global market share.

### How he presents

A charismatic and respected business leader, Dr. von Pierer's presentations are insightful, powerful and challenging.

### Topics

Corporate Restructuring  
Global Competition  
Innovation and Growth  
Transformation and Cultural Change  
Conflict Management  
The Challenges of Globalisation

### Languages

He presents in English and German.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2011

Gipfel-Stürme: Die Autobiographie

#### 2003

Zwischen Profit und Moral

#### 2003

Globalisierung Aus Sicht Der Wirtschaft: Grundlagen, Diskussionen, Ausblicke

#### 2002

Knowledge Management Case Book: Siemens Best Practices

#### 2001

A Passion for Ideas: How Innovators Create the New and Shape Our World