
New CEO of Siemens Mexico, Central America, and Caribbean

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Siemens Mexico announced that Juan Ignacio Diaz will serve as the new CEO of Siemens Mexico, Central America, and Caribbean.

He succeeds Louise Goeser who has left the company. Diaz was previously Country CEO of Siemens Chile and lead for its Mobility division.

“I have appreciated Louise’s commitment to the region and our customers and wish her all the best in her future endeavors,” said Lisa Davis, Member of the Managing Board, Siemens AG. “With Juan Ignacio Diaz we bring a wealth of international experience to the leadership team. I’m sure he will contribute to our customers’ growth in this exciting region. Siemens has a strong reputation in the region and is working collaboratively with key customers to support their growth, and introduce Industry 4.0 by leveraging the company’s strength in this emerging area”, Davis added.

Diaz joined Siemens in 2008. He has served in various functions in Chile and South America, first as General Counsel for Chile and later as General Counsel for the South America region. In 2010 and parallel to his duties, he assumed the position of City Account Manager for the Metropolitan Region of Santiago de Chile, responsible for developing the portfolio of sustainable solutions for megacities. Since 2013, he has been CEO of Siemens Chile and lead for its Mobility division.