

Floriano Masoero

President and CEO Siemens S.p.A.
Head of Digital Industries



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Summary

Floriano Masoero has been President and CEO of Siemens Italy since 2022. He is leading the development of the Italian subsidiary during a crucial phase of digital and industrial transformation, with Siemens playing a central role in Industrial AI, and promoting the adoption of advanced technologies as strategic levers to strengthen the competitiveness, resilience, and sustainability of the country's production system. His approach is grounded in dynamic and inclusive leadership, based on flexible organizational models, the active involvement of young people in decision-making processes, and the creation of open ecosystems that foster collaboration, dialogue, and the sharing of expertise.

Education

He holds a Master's degree in Electronic Engineering from the Politecnico di Torino and also earned an MBA from the Università degli Studi di Torino.

Professional experience

He worked at Schneider Electric for 10 years, during which he held commercial roles of increasing responsibility across Italy and France, ultimately becoming Global Electric Vehicles Account Manager. In this position, he led Schneider Electric's partnership strategy and development plans for charging infrastructure with leading electric vehicle manufacturers.

He joined Eaton in Switzerland in 2014 in the rail segment and, following a fast-track career in marketing and sales, served as Sales Director for Southeast Europe and previously as Country Managing Director for Italy. He was also responsible for Eaton's EMEA marketing department and subsequently held the role of Vice President and General Manager of the Power Distribution business unit.

Affiliations

He is a member of the Board of Advisors of the Fondazione Politecnico di Milano, a Board member of the Italian-German Chamber of Commerce (AHK Italien), a member of Confindustria's Advisory Board for Foreign Investors, and a member of the General Council of Assolombarda.

In addition, since 2026 he has been a member of the International Advisory Board of the School of Management at Politecnico di Milano.