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# Bob Haubrock

Senior Vice President, Product Engineering Software



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## Background

Bob Haubrock is senior vice president of Product Engineering Software for Siemens Digital Industries Software, a business unit of Siemens Digital Industries. He and his team are responsible for developing and delivering NX design solutions, and as well as the NX platform on which all NX solutions are built.

Haubrock has more than 35 years' experience in the Product Lifecycle Management industry, beginning with Structural Dynamics Research Corporation (SDRC) a company acquired by UGS which was later acquired by Siemens. There he served as director of CAE Product Development. He subsequently relocated to Tokyo, Japan as president of automotive accounts for the Asia-Pacific region. In this role, he led migration activities for Mazda, GM Asia companies, Ford and Nissan.

In 2002 Bob moved back to a development role as vice president of NX Product Management, Marketing, Product Definition, and Business Development before being promoted to his current position.

Bob studied Mechanical Engineering at the University of Cincinnati in Cincinnati Ohio.

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## About Siemens Digital Industries Software

Siemens Digital Industries Software is driving transformation to enable a digital enterprise where engineering, manufacturing and electronics design meet tomorrow. Xcelerator, the comprehensive and integrated portfolio of software and services from Siemens Digital Industries Software, helps companies of all sizes create and leverage a comprehensive digital twin that provides organizations with new insights, opportunities and levels of automation to drive innovation. For more information on Siemens Digital Industries Software products and services, visit [siemens.com/software](https://www.siemens.com/software) or follow us on [LinkedIn](#), [Twitter](#), [Facebook](#) and [Instagram](#).

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