

Brenda Discher

Head of Communication, Digital Industries
SVP Business Strategy and Marketing, Digital Industries Software



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Background

Brenda Discher is a senior vice president at Siemens, serving in a dual role of leading communications and strategic marketing for Siemens Digital Industries, as well as leading strategy and marketing for Siemens Digital Industries Software. In these roles, she leads industry strategy, business strategy and marketing, and advises on strategic business and technology acquisitions. Discher also manages global branding, communications, and digital go-to-market strategies to establish Siemens as a market leader in the manufacturing industry for enterprise and SMB customers. With over 20 years of success in bringing technology products, brands and businesses from inception to market, she is experienced in driving change, brand innovation and deep customer engagements to ensure customers use and expand their IT investment.

Prior to joining Siemens, Discher spent more than 20 years in various leadership positions at Autodesk in marketing, product management and customer service and support.

Discher holds a Bachelor of Science in Mechanical/Industrial Engineering and a Master's of Business Administration in International Marketing and Finance from Eastern Michigan University.

Brenda and her family live in the greater Detroit area.

About Siemens Digital Industries Software

Siemens Digital Industries Software helps organizations of all sizes digitally transform using software, hardware and services from the Siemens Xcelerator business platform. Siemens' software and the comprehensive digital twin enable companies to optimize their design, engineering and manufacturing processes to turn today's ideas into the sustainable products of the future. From chips to entire systems, from product to process, across all industries.