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Brenda Discher

Head of Communication, Digital Industries
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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 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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