



**Rajiv Sivaraman**  
**Vice President Business Development Data Services**  
**Siemens Industry, Inc.**

In his current role as VP Business Development with the Data Services business unit, Rajiv is responsible for promoting the MindSphere, Industrial IoT operating system from Siemens, and the Plant Security Services for Industrial customers in the US. The Data Services portfolio focuses on enabling the customers in the Industrial Internet of Things era to shape their customer experience and business outcomes in a secure and safe manner. Consequently one of the key portfolio elements in Rajiv's preview is Plant Security Services, which addresses the cyber security challenges of critical infrastructures.

He first joined Siemens in 1992 as a graduate trainee engineer in Chennai, India and went on to start up and head Siemens operations in neighboring Sri Lanka before moving to Siemens Head Quarters in Germany in 2010. There he held strategic roles such as global head for the Data Centers Vertical Market, which he helped set up, and global segment head for a startup Value Services Segment, Condition Monitoring & Reliability, which set base for creation of the Data Services portfolio including the Plant Security Services he currently supports in the US. Rajiv moved into his current role in 2015 to help evangelize and promote the crucial Data Services portfolio in the key US market.

Rajiv currently chairs the NEMA IoT Cyber task force, represents Siemens at several focus group panels and key notes around these topics and also in key think tanks with academic and research institutions on Data driven business and cyber security. Rajiv comes with over 25 years cross Industry experience ranging from manufacturing, energy and infrastructure sectors and holds a honors degrees in electrical and electronics engineering. Rajiv has also been a founding member and past director of the European association for Data Centers.

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