

PROFILE OF Gerard Fischer

Sales Manager

Siemens Nederlands N.V., The Netherlands

Gerhard L. Fischer in 1987 graduated with a Dipl.-Ing. (FH) degree in Electrical Engineering from the University of Applied Science, Munich, Germany. On a Fulbright exchange grant he visited Arizona State University, Tempe, USA, in 1990

joined Siemens AG in Erlangen, Germany to work on high frequency and large-power converters. In 1995 he changed to sales/marketing of variable speed drives followed in 1996 by a posting in Siemens' Centre of Competence in Singapore to support the build-up of an regional sales network. 1998 he moved to Taiwan to coordinate Siemens' East Asian crane business. In 2002 he went back to Germany working with Siemens AG in Erlangen for sales and marketing of crane control systems. Since 2004 he is with Siemens crane systems head office in The Hague, Netherlands in a business development/team coach function. As member of the IEEE Industry Applications Society he published several technical papers on power semiconductor applications, converter technology and applications of variable speed drive systems in various industries. He is member of the VDI working group B1 for cranes and the VDE DKE AK225.0.3 for hoisting systems.

Mahadevan Balasubramaniam graduated with a Bachelor degree in Mechatronics (major Robotics) Engineering from the University of Technology Malaysia in 2005. Exposed to Cranes during the Industrial Internship period with Siemens Malaysia in the course of his studies, he begun a career working on crane projects with Siemens Malaysia in 2005. Since 2007, he is with Siemens crane systems head office in The Hague, Netherlands in a sales function.