



Ian Moyes,

managing director of Siemens Information and Communication Mobile, is a fan of Cisco and Halfords, admires openness and honesty, wouldn't say no to a Rick Stein lifestyle and learnt a lesson in productivity at the tender age of 10 . . .

■ How did you come to work for Siemens?

I joined Siemens in 1986 as head of the electromechanical business, attracted by the company's ambition, culture, and the career development opportunities. I'd previously spent eight years with American companies operating in the electromechanical connectors and industrial gasses sectors, in sales and marketing roles.

■ If you could choose an alternative career, what would it be?

I've always liked the idea of being a farmer - driving tractors through freshly ploughed fields, bringing in the harvest. Either that or have a restaurant on the Cornish Coast 'a la Rick Stein'.

■ Which high profile business leader do you most admire?

John Chambers of Cisco. His vision and leadership style, plus Cisco's approach to business and the culture they've created, enabled them to become the dominant player in the industry.

In contrast there is Pat, my opponent in the last round of this year's golf knockout. He started out cleaning windows with a bucket and chammy leather, and now has literally cleaned up in Canary Wharf.

■ What's the best piece of business advice you've ever been given?

Be true to yourself and be prepared to learn from others.

■ What lessons for the future did your Saturday jobs teach you?

When I was 10, my brother and I spent Saturday mornings cleaning a small metal engineering factory. I got my first experience of productivity - when my brother had had enough I carried on and got double the money.

The best and most satisfying job was when I worked at the Spastic Training Centre with my father. I spent three summers and most school holidays there as a decorator and odd job man. The interaction with the students was brilliant.

■ What's the greatest challenge facing your business?

We are determined to treble our market share of mobile phones and become a leader in next generation 3G mobile communications. Our single greatest challenge will be to break down Nokia's dominance in the UK, and the best way is to make sure that both the UK and Germany understand what our customers want and deliver it.

■ And what's the greatest challenge facing Siemens?

Realising our full potential.

■ What invention would you most like to be attributed to your name?

Teleporting (you'll understand when you see my perfect weekend).

■ Describe in three words how you think your colleagues see you.

Energetic, optimistic, self-assured.

■ What do you like best about your job?

Working closely with customers: I aim to spend at least 25 per cent of my time with them. The high degree of empowerment you're given in Siemens. And the fact there's terrific variety. Every day I learn something new and uncover another rock in the road that needs to be addressed.

■ And what do you like least?

Any tendency to apportion blame rather than learn, improve and move on.

■ Which three qualities do you most value in others?

Openness, honesty, and a positive attitude.

■ What's the best example of customer service you've come across recently?

Halfords, when I replaced the battery in my wife's car. From testing the old battery to advice about fitting the new one, the assistant simply could not do enough for me. He even made up a replacement for a broken bracket.

■ And the worst?

When our mortgage came to the end of its fixed period, I shopped around and also asked our existing lender to send us their current offers. These turned out to be the best and so I rang to confirm our decision to stay with them. Having spent 20 minutes being passed from one person to the next, I was told that I was too late and the offers had expired the week before they had sent them to me. They even argued it was all my fault.

■ Describe your perfect weekend.

Up early for a game of golf with the lads an afternoon on a tropical beach with the family . . . dinner with friends overlooking the sunset . . . skiing next day on the Alpine slopes . . . lunch on a mountain top . . . back to the log fires of the chalet . . . and apres ski to soothe the aching limbs.

