



Ian Moyes – Executive Profile

**President Mobile Phones Division,
Siemens Information and Communication Mobile (Siemens mobile)**

Ian Moyes was appointed President of the Mobile Phones Division in September 2003, assuming global responsibility for Siemens' mobile phone business. Prior to that, Moyes had served as Managing Director Siemens Information & Communication Mobile UK, where he tripled Siemens mobile's market share from 4 to 12 percent and implemented the first 3G UMTS network for Hutchison.

Moyes had first joined Siemens' electronic components business 1986 in product marketing, and then went on to head up the UK sales division. He spent three years at Siemens Headquarters in Munich before returning to the UK to assume further operational roles that included marketing, business development and customer service.

Moyes was responsible for tripling the market share held by Siemens Communication Systems Ltd (SCL) through the strategic acquisition of various businesses. Under his leadership, the division won the National Customer Service Award (from the Institute of Sales and Marketing) for an unprecedented three consecutive years, from 1999 to 2001.

Ian Moyes is 48 years old, married and the father of two children. He is a keen golfer and very interested in skiing, home-improvement and travel.

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