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Siegwerk celebrates International Women's Day

Manjusha Singh, CEO Siegwerk India region can look back on 25 years of work experience in sales, marketing and strategy in the packaging industry. She has an MBA in Marketing and Finance and has worked at Huhtamaki and Tetra Pak over the past decades. Having always been part of the packaging industry Manjusha has been associated with organizations and people working across the value chain, which finally brought her to her current role at Siegwerk in 2024.



Can you introduce yourself and your role at Siegwerk?

My name is Manjusha Singh and I am the CEO of the Siegwerk India region.

What have you done before? How did you get to the job you have today?

I have 25 years of work experience in Sales, Marketing and Strategy. My last job was with Tetra Pak where I was leading a Sales and Marketing transformation project globally. Being in the packaging industry, I have been closely associated

with the organizations and people working across its value chain. So, when the opportunity at Siegwark arose to lead the business in India, it seemed like the right opportunity to expand my professional horizons.

What inspired you to pursue a career in the printing industry?

After completing an MBA in Marketing and Finance, I began my corporate career with Huhtamaki, where I worked for four years and then with Tetra Pak for 20 years before I joined Siegwark India a few months ago. Starting off in the packaging printing industry gave me a wide exposure to fast-moving consumer goods (FMCG) companies and the whole value chain - from design of the brand to the product inside, from packaging that protects the product over its shelf life to filling technology and plant operations. Most interestingly, my work spanned the whole company - from the boardroom to the shopfloor. It is a very dynamic industry, with a lot of room for personal and professional growth.

What's one leadership lesson you wish you had learned earlier?

Learning to lean on others. Investing time in one's teams to foster trust is the most important lesson at the workplace. You'd be surprised by what people can deliver when they get the freedom and accountability to do things.

Who has been your biggest mentor or role model in your career?

There isn't one role model, but many. Starting from my parents, who instilled the values that I bring to work every day. Over the course of my career, I was fortunate to work closely with very accomplished managers and colleagues and see first-hand how they led the business and how they connected with people. Right now, I have Ashish Pradhan as my role model to help me step into a new role, industry and organization.

If you had to describe your leadership style in three words, what would they be?

Commitment, Discipline and Trust.

How do you balance leadership and personal life (like parenthood, friends and family, hobbies, self-care, etc.)?

You have to be clear about your life priorities and make time for them. My weekdays are filled with official commitments and work-related travel, so I make the most of my travel time to read, listen or connect with colleagues and friends. Weekends are mostly for family and myself – investing time in one's physical and mental wellbeing is a must to keep one relevant and motivated.

What do you hope future generations of women in your industry won't have to experience?

I wouldn't want them to encounter typical "stereotypes;" I already see a huge shift in how women are treated at workplace and outside since when I started. The role of women has changed with more inclusion, parity and also acceptance in leadership roles. There is still a lot to be desired especially when it comes to representation across all functions and levels in the organization but I am glad the younger generation is leading this change and won't have to face some of the challenges we had 20-25 years ago.

If you could give your younger self one piece of advice as a woman, what would that be?

Encourage and support others. One hardly realizes the impact one has on others around you at workplace or outside. I believe women must encourage each other a lot more than we do, especially in forming professional bonds.

Media contact



Nathalie Müller-Samson

Manager Corporate Communications

Tel: +49 162 200 2727

Email: nathalie.mueller-samson(at)siegwerk.com



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