SIEGWERK

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Siegburg, Barcelona, Singapore, the Philippines – around the world with Siegwerk

Maria Iciar Blasco, Head of Business Unit Flexible Packaging in Southeast Asia



"My career at Siegwerk began in the customary way in 1997, with an apprenticeship as an industrial business administrative. From the start, Siegwerk was open to investing trust in their employees which, I believe, built the foundation for my future career growth.

After some years of learning the fundamentals of our business in Siegburg, Germany, I received the opportunity to transfer to the Siegwerk site in Barcelona, Spain, as the Sales Coordinator for South Europe. I am grateful that I took on this challenge to work with and learn from our international teams, travel across Southern Europe to the different Siegwerk locations and engage with our customers. After four years of living in Barcelona which is, in my opinion, the most beautiful city in the world, I moved back to Germany – where Siegwerk

continued to support my career growth to achieve my MBA in parallel with my International Account Manager position.

Then came my transition into Asia, specifically Singapore for three years, as the Business Unit Manager for South East Asia and my current position as the Head of Business Unit Flexible Packaging South East Asia - South, based in Manila, Philippines, where I am responsible for driving business development. Asia is the growth market for our industry and I am proud to contribute to the success of our company in the region.

The one thing that I really appreciate at Siegwerk is working together with colleagues from different cultures across the globe. No matter where I have worked, my colleagues have always been open and friendly. That is always vital for a good start, regardless of where in the world you are working."

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