SIEGWERK

03/09/2025 Insight

Siegwerk celebrates International Women's Day

Sylvia Zhuang recently took on the role of General Manager at Siegwerk China in February 2025. Before this position, Sylvia was the North Asia Vice President and General Manager at DyStar, a prominent producer of specialty textile dyes and chemicals, overseeing operations in China, Taiwan, Japan, South Korea, and Vietnam. Prior to DyStar, she spent over 20 years as the Head of Sales in Clariant's BU Pigments for Greater China and South Korea. During her tenure at BU Pigments, she gained familiarity with the printing industry by working closely with printing ink manufacturers and key organic pigment suppliers to the Printing Ink industry, including Siegwerk. Sylvia is married and has a daughter.

Can you introduce yourself and your role at Siegwerk?

I recently joined Siegwerk China as General Manager in February 2025, and I'm excited to share a bit about my journey and outlook.

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

Prior to this role, I served as North Asia Vice President and Countries' GM at DyStar—a leading producer of specialty textile dyes and chemicals covering China, Taiwan, Japan, South Korea, and Vietnam. Even before DyStar, I spent more than 20 years as the Head of Sales in Clariant's BU Pigments for Greater China and South Korea.

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

It was during my time at BU Pigments that I became familiar with the printing industry, as I worked closely with printing ink manufacturers and key organic pigment suppliers to the printing ink industry, including Siegwerk. My experience in the hyper-competitive and innovative textile sector has enriched my perspective on ink manufacturing, bridging insights from both a pigments supplier's and a textile industry's standpoint.

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

Reflecting on my leadership journey, I often think about the lesson I wish I had learned earlier: the power of empathy.

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

Throughout my career, I've been fortunate enough to receive tremendous support and mentoring. My most influential mentor has been a dear friend - a fellow female leader in a multi-national specialty Chemical industry. Our regular discussions on business challenges, daily life, and global trends have provided me with invaluable guidance and served as a sounding board during critical moments.

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

Today, I strive to lead with empathy, persistence, and the courage to do what's right—three words that encapsulate my leadership style.

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

Balancing a demanding career with personal life is equally important. I am grateful to have a happy family; my husband, daughter, and I live in a traditional setup with my parents. This arrangement, where grandparents help raise our daughter while I look after them, is a privilege that not all families share. I deeply admire those couples who, without such support, manage full-time employment while also taking care of their children.

Anything else you would like to add, especially in light of International Women's Day?

Recognizing that the skill gap between individuals often outweighs gender differences, I believe it's essential for both government and corporations to help alleviate the extra domestic burdens that often fall on women. Looking ahead, I hope future generations of women in our industry won't have to contend with the disproportionate domestic responsibilities that can hinder career growth. If I could offer my younger self one piece of advice as a woman, it would be to believe in your own strength and seize every opportunity with determination and courage.

In the spirit of International Women's Day, I would like to add that true progress in the corporate world isn't achieved solely through DEI - diversity, equity, and inclusion initiatives, but by truly ignoring gender differences and judging merit on its own.

I am enthusiastic about the opportunities ahead at Siegwerk and remain committed to fostering a culture of inclusive excellence, where leadership,

innovation, and work-life balance go hand in hand.

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