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FRANCO ATASSI

CEO of Smart Infrastructure for Siemens in the Middle East

Atassi and the team at Smart Infrastructure work with customers in the region to deliver solutions for smart cities and sustainable environments, using Siemens' strengths in electrification, automation and digitalization. Under Atassi's leadership, Smart Infrastructure is playing a crucial role in supporting Expo 2020 Dubai to become a blueprint for future smart cities.

He joined Siemens 26 years ago. Prior to moving to the UAE in 2019, he was the Global Head of the company's Life Science business, based in the U.S.