

## Medeja Lončar

Medeja Lončar is chief executive officer at Siemens d.o.o. (the regional company of Siemens AG). Before accepting this function in 2007 she managed the telecommunication division and was head of business development. In her 24 year long career Medeja was a member of management teams of successful Slovenian and international companies in several sectors: mobile communications (Si.mobil), retail (Kovinotehna), industry (Alpos) and public utilities (Energetika Ljubljana). Her main managerial focus is strategic development, sales and marketing, and she has rich experience with change management in organizations.



Besides managing Siemens regional company in Slovenia, Medeja is head of strategic coordination for business development in the Adriatic region and diversity ambassador. She is also a member of supervisory board of Slovenian-German Chamber of Commerce, member of management board of foundation UNICEF Slovenia and member of management board of Section of Female managers at Managers' Association. She is frequently invited to speak at conferences on topics of female representation in management boards, business ethics and management of regional companies of international corporations.