

Brian Holliday appointed as non-executive director at HVM Catapult

The High Value Manufacturing Catapult, which stimulates and supports the commercial application of new technologies through the development of innovative manufacturing processes, has appointed Brian Holliday as non-Executive Director to its Supervisory Board.

Brian is a member of the Executive Management Board for Siemens plc, the global engineering and technology services company which operates in the fields of electrification, automation, digitalisation and healthcare. He joined Siemens in 1993 and has held several senior management positions, including Division Director for Siemens Industry Automation and *Director, Siemens Industry Software Limited*. He is *currently the* Managing Director for Siemens Digital Factory operating in manufacturing and infrastructure in the UK, Ireland, Nigeria and Ghana.

A former apprentice with Texas Instruments, Brian went on to read Computer Systems at Cardiff University and attained his MBA at Manchester Business School. He is a Chartered Engineer and Fellow of the Institution of Engineering and Technology and a graduate of the CBI's Leadership Programme. He is also a trustee of the Black Country University Technical College, a member of the Electronic Systems Council (ESCO) and a CBI councilor for the North West. Passionate about engineering skills and manufacturing, he is a regular, senior contributor to government and the national media on the subject of manufacturing.

Brian Holliday, said: “I am very excited about joining the board and the team at the High Value Manufacturing Catapult. This is a very promising time for UK manufacturing and we can maximise the advantage we have already created, by providing the right level of support for large and small companies to bridge the gap between early stage innovation and industrial scale commercial production in this country. The HVM Catapult is providing that support.”

Brian Holliday continued: “I will use my experience of manufacturing and engineering in the UK as well as overseas, to add real value to the High Value Manufacturing Catapult. The progress made by the Catapult in the first three years of its existence is very impressive and I’m very thrilled to contribute to its agenda.”

Bob Gilbert, Chair of the High Value Manufacturing Catapult Supervisory Board, said:” I am delighted to welcome Brian to our board. His extensive experience in industry, his expertise in Automation and Digital applications and his active commitment to the engineering skills agenda, makes him ideally placed to contribute to our Board.”

Dick Elsy, Chief Executive of the High Value Manufacturing Catapult, said: “It is tremendous news that Brian has agreed to join our Board. His knowledge, skills and experience will add to the dynamic of the HVM Catapult at an exciting time of growth, not only for our organisation, but for manufacturing in the UK. I am looking forward to working with Brian to accelerate that growth.”

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