



## **VERONIKA LAUSTER**

**BUSINESS DEVELOPMENT & STRATEGY MANAGER**

Siemens Mobility Pte Ltd

Veronika has a master degree from Technical University Munich, where she studied Management & Technology with a specialization in Engineering and Finance. After assignments in Porsche Consulting and in several industrial companies' business strategy departments, she started her career in Siemens Mobility almost 2 years ago. Based in Singapore, Veronika is now heading the Business Development and Strategy activities of the Intelligent Traffic Systems business segment in APAC. Thereby, she focuses on utilizing innovative technologies such as AI, cloud computing and Big Data to overcome traffic issues in the region and to enter new markets with digital business models.

### **📅 SESSIONS**

**>> [HARNESSING AI FOR A SAFER AND SMARTER FUTURE](#)**