

Claudia V. Massei

As Siemens Oman CEO, Claudia is committed to enabling the digital transformation in the sultanate and to contributing to its economic development. She drives business in power distribution, smart grid, smart buildings, control and automation, and digital solutions for industrial applications. She assumed her role after working with Siemens in Germany, Denmark and China for various business fields, including wind power and rail automation.

Originally from Brazil, she commenced her career in strategy consulting, undertaking assignments in France, Morocco, South Africa and the United States, besides her home country. She subsequently co-founded a SaaS edtech startup in Brazil, Eduqo, which she ran before joining Siemens. Claudia developed her passion for education during her college days, when she worked as part-time teacher preparing students for university entrance exams in Brazil.

In her free time, Claudia enjoys to dance, travel and learn about different cultures, as well as to mentor young entrepreneurs. She sits on the Advisory Board of Battery Associates and Steering For Greatness Foundation, and is the co-chair of the Industrial Advisory Board of the College of Engineering of Sultan Qaboos University. She was nominated by Forbes as one of the most powerful businesswomen in the Middle East in 2020 and 2021 and by LinkedIn as one of its 2020 Top Voices.

Claudia holds an Aeronautical Engineering Degree from Instituto Tecnológico de Aeronáutica, an MBA from the Wharton School and an MA in International Studies from the Lauder Institute, University of Pennsylvania.