



Alina Urdaneta

Vice President, Marketing
Siemens Hearing Instruments, Inc.

Alina Urdaneta brings more than 20 years experience to her position as Vice President of Marketing for Siemens Hearing Instruments, Inc. She has been responsible for the development and execution of marketing strategy, programs, and communications.

Prior to joining Siemens Hearing Instruments, Ms. Urdaneta led the marketing programs of Siemens Communications, Inc. There, she directed the company's transition to a software and services company by deploying the global Open Communications strategy, which enhanced Siemens image and awareness in the U.S. by 29% in purchase consideration.

Since May 2000, she has held engineering, sales, and marketing management positions at Siemens with increasing scope and responsibility. Her expertise encompasses marketing to customer channels and the influencer community. Her accomplishments include the implementation of an aggressive regional press program which increased activity by 90% over the previous year, as well as award-winning development channel programs and sales effectiveness tools.

Prior to Siemens Communications, Ms. Urdaneta was founder and general manager of Elequip Group, an engineering and commissioning firm that capitalized on the introduction of satellite and wireless communications in the Venezuelan and CALA markets. Early in her career, she held engineering management positions in one of Venezuela's top engineering consulting firms, focused on process automation for the oil and petrochemical industries.

Based on Ms. Urdaneta's strong presence in the press and her innovative business contributions in technology, she was selected from thousands of employees from more than 100 companies to receive the prestigious award "Most Important Hispanic in Technology" for 2008 by the editors of Hispanic Engineer & Information Technology magazine.

Ms. Urdaneta's academic background includes electrical engineering with a combined BSEE and MSEE in Power Systems Engineering from the Universidad General Rafael Urdaneta, Maracaibo, Venezuela.

Executive Biography

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