



Christi M. Pedra

Chief Executive Officer
Siemens Hearing Instruments, Inc.

In January 2007, Christi M. Pedra was appointed Chief Executive Officer of Siemens Hearing Instruments, Inc., one of the largest hearing instrument manufacturers in the world. She is charged with leading the company's sales, manufacturing, and product research and development in the United States, Canada, and Latin America.

Ms. Pedra's career with the Siemens organization began in 1986, when ROLM was acquired by Siemens Information and Communication (I&C). While with I&C, Ms. Pedra grew her career in various senior management roles in sales and marketing. As Vice President of Executive Relations for Siemens Corporation in the Office of the President, she was instrumental in the launch of Siemens One and was subsequently promoted to Vice President of Sales and Chief Operating Officer in 2004.

Ms. Pedra is a member of the advisory committee for the Women's Information Network at Siemens. In 2001, she joined the Siemens ICN Executive Council on Diversity, and most recently was appointed to Siemens Healthcare Steering Committee for Diversity.

Active in leadership roles in both the business and civic sectors, she is currently a member of the Boards of Directors of the Hearing Industry Association and the Better Hearing Institute. She also serves on the National Collegiate Athletic Association Leadership Advisory Board, the National Council for Liberal Education America's Promise, and participates in several formal and informal mentoring programs.

Ms. Pedra was part of Mayor Bloomberg's New York City task force on stimulating economic growth in the wake of the tragic events of 9/11. And in 2002, she was nominated and selected to be a David Rockefeller Fellow, a one-year leadership program sponsored by the N.Y.C. Partnership and the David Rockefeller Foundation.

Christi Pedra, a New Jersey native, holds an M.B.A. from Rutgers University. She is married and has three children.

Executive Biography

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