



Carla Sinanian

Chief Strategy Officer

Carla Sinanian graduated in 1992 with a BE in electrical engineering at the American University of Beirut. In 1999, she obtained an MBA from The International Institute for Management Development (IMD) in Lausanne, Switzerland.

Career

- Carla has acquired broad experience in a variety of corporate roles across three continents. She began her career at medical technology leader Medtronic— first as Product Manager in Lebanon, and afterwards in Sales & Marketing Manager roles in Sweden and the Netherlands.
- In 2000, she joined Philips as VP of Corporate Strategy at Royal Philips Electronics in Amsterdam. A few years later, she moved to Tokyo as Head of Strategy for Philips in Asia.
- During her career at Philips, Carla managed a global wireless technology business at Philips Semiconductors, headquartered in Sophia Antipolis— a leading technology park in the south of France. In 2005, she accepted the position of VP of Strategy for Philips' global wireless semi-conductors businesses.
- During that time, Carla played an active role in the preparation and sale of Philips Semiconductors to a private equity consortium. Following this technology buyout, which created NXP Semiconductors in late 2006, she accepted several global strategy and marketing management positions at NXP, the latest one being VP of Global Sales & Marketing, Strategy & Key Accounts.
- In 2014, Carla moved to AkzoNobel as Global Head of Marketing & Strategy for Industrial Coatings. In 2016, she joined Deloitte as Consulting Partner at the high-tech practice responsible for the semiconductors industry segment.
- On 1 September 2017, Carla joined Etex as Chief Strategy Officer, responsible for the group's strategy and corporate development.