

## Executive Biography

May 27, 2016

### **Bill Bien**

*Global Head of Strategy and Marketing*

Bill Bien has held the position of Head of Strategy and Marketing for Philips Lighting, the global leader in lighting, since January 2015. His focus is on driving the strategic direction of the business, building the brand and delivering a strong integrated marketing capability to underpin the company's growth plans.



Prior to joining Philips, Bill had a career with Waterstone Management Group in San Francisco, California. His career has also focused on strategic consulting for start-up businesses and Fortune 100 high-tech industry leaders in the USA.

Bill has worked in senior management roles in marketing, business development, strategy and sales for Telstra in Australia and Cisco in the United States, as well as the Boston Consulting Group in Asia. His marketing work has won global awards for branding and enterprise marketing campaigns.

Bill has extensive international experience in strategy development in the technology sector and the Internet of Things, international marketing, services business development, and corporate development.

He was born in the US and holds a Juris Doctorate from Stanford Law School and a BA in Economics and Chinese from Ohio State University.

### **For further information, please contact:**

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### **About Philips Lighting**

Philips Lighting (ticker symbol: LIGHT) is the global leader in lighting products, systems and services. Our understanding of how lighting positively affects people coupled with our deep technological know-how enable us to deliver digital lighting innovations that unlock new business value, deliver rich user experiences and help to improve lives. Serving professional and consumer markets, we sell more energy efficient LED lighting than any other company. We lead the industry in connected lighting systems and services, leveraging the Internet of Things to take light beyond illumination and transform homes, buildings and urban spaces. In 2015, we had sales of EUR 7.4 billion and employed 33,000 people worldwide. News from Philips Lighting is located at [www.lighting.philips.com/newsroom](http://www.lighting.philips.com/newsroom)