

## Robert Siegel

Board member

Robert Siegel is a Lecturer in Management at the Stanford Graduate School of Business. He has led primary research and written cases on, among others, Google, Charles Schwab, Daimler, Stripe, Roblox, Target, C3.ai, Softbank, Tableau, PayPal, Medium, Autodesk, Zuora, and Michelin.

Mr. Siegel is also Venture Partner at Piva and General Partner at XSeed Capital; sits on the Board of Directors of Luum, Avochato, Findmine and Cluster and the Supervisory Board of TTTech Auto AG; and is Chairman of the Strategic Advisory Board of TTTech Computertechnik AG. Mr. Siegel's extensive experience includes serving in senior management roles at GE Security, Pixim, Inc., and Weave Innovations. He graduated with a BA in Political Science from UC Berkeley and an MBA from Stanford Graduate School of Business.

Mr. Siegel was appointed as member of the HERE Supervisory Board on January 1, 2023.