

Rockwell Automation appoints new Regional Director, Southeast Asia

24 March 2020 | News

Marcelo Tarkieltaub assumes role as Regional Director, Southeast Asia, with a mandate to increase market share in the region



Rockwell Automation, Inc has announced the appointment of Marcelo Tarkieltaub as Regional Director, Southeast Asia. Based in Singapore, Tarkieltaub will be responsible for sales and business operations across Singapore, Malaysia, Indonesia, Philippines, Thailand, Pakistan and Vietnam, as well as driving strategic growth for Rockwell Automation in Asia Pacific.

Scott Wooldridge, Rockwell Automation Regional Vice President, Pacific Rim said, "Asia Pacific has long been a vital growth market for us, and our continued success in the region is a testament to the increasing market demand for digital solutions as well as the competencies of our dedicated leadership team and employees. Marcelo's deep knowledge of driving high performance teamwork in multicultural environments will be a great asset to us, and we are extremely privileged to have him on board."

With over 20 years of experience at Rockwell Automation, Tarkieltaub was most recently Regional Director, Southern Cone, a portfolio within the Latin America region covering the markets of Argentina, Chile, Peru, Paraguay, Uruguay and Bolivia.

Tarkieltaub has built and developed several high-performing teams, leading the execution of key regional growth strategies for the business.

Tarkieltaub replaces Pierre Teszner, who served as Regional Director, Southeast Asia, since 2016. Having made a significant impact in his role, Teszner was recently named as Regional Director, Central and Eastern Europe.

Marcelo Tarkieltaub, Rockwell Automation Regional Director, Southeast Asia said, "Throughout my career with Rockwell Automation, I have experienced a variety of different global markets and business environments. I am delighted to be joining the Asia Pacific team and I look forward to applying these experiences in my new role. Southeast Asia continues to be a key area of strategic growth for Rockwell Automation as we look to increase market share across Asia Pacific. I look forward to building on our capabilities and engagement initiatives across Southeast Asia as we work towards achieving even greater market share."

Rockwell Automation has had an established presence in Asia Pacific for over 40 years, and continues to invest in its vision of expanding human possibility and digital transformation for its customers across the region.