

Adam Middleton, Director, **EnergetIQ Advisory** | Former VP, **Siemens Energy** in **Western Europe**

- Over 35 years of leadership roles in energy, infrastructure, electrical power grids, construction and oil & gas sectors with GEC ALSTOM, AREVA, GE Energy, CG Power, Laing O'Rourke, and Siemens Energy, in Europe and North America.
- Recent: 9 years with Siemens Energy leading activities across Western Europe.
- Expertise: Business Leadership; Product Management; Strategy & Business Development.
- 2025: founded EnergetIQ Advisory, supporting organisations in navigating change, identifying growth opportunities, and preparing for future readiness in the energy sector.
- 1st Class Honours degree in Electrical & Electronic Engineering, MBA & Chartered Engineer (C.Eng).
- Honorary Professor in Systems Technology & Strategy at the University of Birmingham (UK)
- Former Chair of CIGRE UK and member CIGRE Global Steering Committee.
- Interests: Navigating the Energy Transition with Future Ready organisations; Multi-generational talent development; building diverse teams; leveraging AI / digitalization.



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19-21 May 2026

● A Hyve Event

Chris Gerber, Senior Partner, **GenCon Management BV**

- Chris Gerber is a former Transformer OEM CEO with noticeable experience in the transformer industry having worked for some of the most significant independent transformer companies in Europe. He served on numerous corporate boards in the EU.
- He has worked for and with some of the most noticeable transformer utilities in Africa, the Middle East and Europe.
- His experience in Mergers & Acquisitions in the transformer industry and his recent research on M&A in the transformer industry conducted in collaboration with Transformers Magazine ensures unique insights into this specialized field.

He is amongst others a former university lecturer in business and marketing management and holds degrees from the University of Pretoria (South Africa) and the VUB in Brussels, Belgium. He is also the author of several published articles on the transformer industry covering both managerial and technical topics.

- He is the Managing Partner and founder of Genesiss Consulting and a member of the Virtual Advisory Board. He is furthermore an advisor to Power Technology Research, specializing in commercial energy market related research topics and STS Capital, specializing in extra ordinary Mergers and Acquisition transactions



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Merve Maden Avci, Global Product Line Marketing Leader, Medium Voltage Assemblies, **Eaton**

- Merve Maden Avci is Global Product Line Marketing Leader for Medium Voltage Assemblies at Eaton, based in the Netherlands. She is responsible for shaping global strategy, portfolio direction, and investment priorities, driving growth and competitiveness across regions.
- She has experience across engineering, product management, strategic marketing, and commercial leadership within the energy and electrification sector. Over the years, she has led global go-to-market initiatives, portfolio expansion programs, and cross-functional projects. Her work has focused on aligning market needs with business and product strategies across different regions.
- Merve began her career as an electrical design engineer in a distribution transformer factory and has built broad international experience across multiple regions globally. She has taken on leadership roles with increasing global scope and responsibility and holds board-level responsibilities.
- She studied Electrical Engineering at the Technical University of Munich and Yildiz Technical University and holds a Master of Science in Engineering Management from Istanbul Technical University.



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Erhard Eder, Senior Vice President, Grid
Technologies Transformers **Siemens Energy**

- Erhard Eder is Senior Vice President of Grid Technologies Transformers at Siemens Energy, based in Mülheim an der Ruhr, Germany. With over 30 years of experience at Siemens and Siemens Energy, he has developed deep expertise across power technologies, industrial applications, and energy infrastructure.
- He began his career at Siemens in 1993, holding various technical and leadership roles in compressor, steam turbine, and gas turbine services across Germany and the UK. Over time, he progressed into senior leadership positions, including Senior Vice President for Large Power Transformers and later for Industrial Steam Turbine and Generator Service, where he also served as Site Head in Mülheim.
- Between 2020 and 2022, he led Industrial Applications Service at Siemens Energy before taking on responsibility for Grid Technologies Products. Since October 2025, he has been leading the Grid Technologies Transformers business, a critical segment supporting the global energy transition.
- Erhard also holds several international board positions and brings a strong academic background with dual degrees in Electrical Engineering and International Economics from Ludwig-Maximilians University in Munich.



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