



Robert Siverd
Executive Vice President
General Cable Corporation

Robert Siverd is an Executive Vice President of General Cable, a global leader in wire and cable products. He is a seasoned executive who has taken on roles outside of the traditional legal environment and applied functional expertise to advance the company's strategies. At General Cable, he is active in leading new business development projects aimed at expanding the geographical business base of the company, particularly in Africa and the Middle East, through alliances, joint ventures and acquisitions.

He is actively involved in all of General Cable's merger and acquisition activity where he brings financial and business knowledge to assessment of new opportunities. Siverd is a significant contributor to expanded leveraging of technology at General Cable through development and exploitation of intellectual property opportunities with technological leaders of the Company. Siverd also belongs to management committees overseeing pension fund investments and welfare plans. In addition, as a senior officer and company Secretary, Siverd is a key link in board governance through regular interaction with board members and functional executives on board agendas, preparation of board materials and fostering best practices in governance and compliance. He serves as a trusted advisor to board members on governance, compliance and legal matters.

Siverd has more than 30 years of legal experience involving a broad array of legal and risk management issues in domestic and international settings. He brings critical knowledge, practical experience and creativity to complex global problems. Siverd also oversees the General Cable Risk Management function. This includes traditional risk assessment as well as environment, health and safety, and related training. He has a strong record of accomplishment in these areas by successfully employing creative strategies to reduce claims and litigation expenses.