

# Christian ROTH

*Technical Marketing Director – Hitachi Energy*

Christian Roth is a Technical Marketing Director at Hitachi Energy, based in Baden, Switzerland, where he has worked since 2012.

He partners with energy and infrastructure customers to design mission-critical communication networks that ensure reliable operation of the power grid. His recent work includes designing advanced digital and cyber secure communication solutions for modern packet-switched networks of power utilities, enabling digital substation intercommunication based on IEC 61850, and contributing to CIGRE papers on these topics. Christian collaborates closely with end-users, system integrators, product management, sales, and engineering teams to align technical solutions with market needs and business value for customers.



He holds a diploma in Electrical Engineering from FHNW University of Applied Sciences and Arts in Switzerland and has over 20 years of experience in electrical, electronics and communications engineering. Christian is currently completing an MBA at Heriot-Watt University, Edinburgh Business School, in the UK.