



Howard Liu

PRESIDENT, ELECTRICAL SECTOR, ASIA PACIFIC, EATON

Howard Liu is president, Electrical Sector, Asia Pacific, for Eaton, a global power management company. He has served in this role since July 2018.

Howard is responsible for overseeing the company's electrical business in the Asia Pacific region, which includes manufacturing operations, sales, marketing, technology and product development.

Previously, he served as president, Vehicle & Hydraulics, Asia Pacific, (excluding India) and Corporate China for the Industrial Sector.

Howard joined Eaton in 2006 as general manager, Hydraulics Operations, Greater China for the Hydraulics Group. He has held senior-level leadership positions of increasing responsibility including president, Vehicle Group Asia Pacific, and president, Hydraulics Business, Asia Pacific.

Prior to joining Eaton, Howard was general manager of UTC's China subsidiary, and in operations management for Danaher and UTC in USA, Ford China Sales and Marketing.

Howard holds a bachelor's degree in mechanical engineering from Tsinghua University in Beijing, China and an MBA degree from Michigan State University.

Howard is located in Shanghai, China.

*At Eaton, we make
what matters work
and know **what**
matters next.*



Powering Business Worldwide

Eaton's mission is to improve the quality of life and the environment through the use of power management technologies and services. We provide sustainable solutions that help our customers effectively manage electrical, hydraulic and mechanical power – more safely, more efficiently and more reliably. Eaton's 2020 revenues were \$17.9 billion, and we sell products to customers in more than 175 countries.