

David KUBÍN

Head of IIoT Customer Management, Sales & Services EMEA – WIKA Group

David Kubín is Head of IIoT Customer Management for Sales & Services EMEA at the WIKA Group, where he focuses on advancing digital and data-driven solutions as a strategic enabler for resilient, efficient, and sustainable industrial and energy systems. His work centers on how connected measurement technologies can move beyond automation to support better decisions across increasingly complex value chains.



With a background in engineering and industrial automation, David brings more than a decade of experience in helping industrial organizations translate IIoT concepts into scalable, real-world applications. He works at the intersection of sensing, data, and operations, supporting customers in shifting from reactive asset management toward predictive, outcome-oriented models that improve reliability, safety, and resource efficiency.

In his role, David collaborates closely with global customers, regional sales organizations, and technology partners across Europe, the Middle East, Africa, and India. He is particularly engaged in addressing the adoption challenges of industrial digitalization—such as integration into legacy environments, hazardous-area requirements, and the need to demonstrate clear economic and operational value.

David is an active contributor to international industry forums and conferences, where he shares a pragmatic perspective on the role of IIoT as a digital foundation for the energy transition and the evolution of industrial operations in a data-centric world.