Samuel Cires was born in Romania, finished his university studies in Romania and moved in 1990 with his family to Germany.

After additional studies at the University of Augsburg and Berlin, in 1992 he began his professional career in Germany and worked there for 13 years, last as Technical Director.

In 2005 he was appointed Managing Director in the automotive industry, Timisoara area, Romania. After 13 years of experience in Germany and 7 years in Romania, in 2012 he joined the Heraeus Group, first as Project Manager for "Opening of the first Heraeus Site in Eastern Europe" and then as Managing Director of the newly founded company "Heraeus Romania SRL" in Timisoara.

Heraeus is one of the largest family owned companies in Germany with more than 100 sites in 40 countries and total revenues of 21,5 billion EUR in 2016.