



## Curriculum vitae

### **Bernhard Maier**

December 29, 1959 Born in Schwäbisch Gmünd, Germany

1979 Apprenticeship as a car mechanic

1983 Studied Business Management in Calw

1984 Took exam for the Master's Certificate at the Chamber of Crafts  
Upper Bavaria, Munich

1984 Key Account Manager at Nixdorf Computer AG, Munich

1986 Retail Manager for Volvo, Jaguar, Toyota, Saab, Fiat, and Rover  
at the Wallhäuser Anlagen Gesellschaft, Siegen

1988 Regional Manager for BMW Sales/Marketing for the southwestern  
region of Germany, Stuttgart

1990 BMW Sales/Marketing Manager for the western region of  
Germany, Düsseldorf

1992 Supervising Sales/Marketing Manager at the BMW branch, Essen

1998 Project Manager for "International Sales and Marketing Strategy  
for the BMW brand", Munich

1999 Director of Turnaround Sales & Marketing for the Rover/Land  
Rover Group, Birmingham

1999 Director of the BMW branch, Dortmund

2001 Chairman of the Management Board of Porsche Deutschland  
GmbH, Bietigheim

Since 2010 Member of the Management Board for Sales and Marketing,  
Dr. Ing. h.c. F. Porsche AG, Stuttgart