



**PORSCHE**

## Curriculum Vitae

### **Detlev von Platen**

01/25/1964	Born in Orléans, France
1987	Studies of MBA Sales, Management and Finance
1988	Director of Marketing, Motorcycle Division at BMW France SA, St. Quentin-en-Yvelines, France
1991	Area Director Export Asia/Africa, BMW Motorcycle GmbH & Co., Munich
1993	Director of Communications, BMW M GmbH, Munich
1994	Project Leader – Department of International Marketing, Transfer, BMW AG, Munich
1997	Porsche Brand Director, Sonauto SA (Porsche Importer), Cergy-Pontoise, France
2001	Chief Executive Officer, Porsche France SA, Paris, France
2008	President and CEO, Porsche Cars North America, Inc. Atlanta, USA
Since 2015	Member of the Executive Board – Sales and Marketing, Dr. Ing h.c. F. Porsche AG, Stuttgart