The key to success – Maria Sharapova and Detlev von Platen talk it out

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27/11/2020 Tennis superstar and Porsche's sales and marketing chief discuss the secret of successful brands and branding in the latest – and first English – episode of the Porsche Podcast.

Hosted by Sebastian Rudolph, Vice President Communications, Sustainability and Politics at Porsche, the Porsche Podcast delves deep into the heart of the company – and beyond.

Recorded in English for the first time, the latest issue of the audio magazine welcomes tennis champion turned entrepreneur Maria Sharapova, and Detlev von Platen, Member of the Executive Board, Sales and Marketing at Porsche as the question "what makes a brand successful?" is asked.

Over the course of 40 minutes, the two guests reveal what Porsche, the brand, means to them, and how the company has stayed at the top of its game, more than 70 years after it began. From Sharapova's first embarrassing encounter with a Porsche, to recognising potential in others and self-reinvention, the conversation meanders from start-ups to the well-established.

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