

Porsche repositions communications department

This article reflects the status at the time of its publication. The content may since have become outdated.

01/07/2016 Characteristic features of the new approach will be strong networking of internal and external communication work as well as cross-media publication of editorial content.

The company's own media, such as the Porsche Newsroom online platform, will be reinforced. "More efficiency, more rapid response times, an even tighter focus on relevant topics – we are going to have far greater impact with the reorganization," says Dr. Josef Arweck, Vice President **Communications**.

On July 1st 2016 Anja Wassertheurer takes over as Director of the **Product and Technical Communications** department, which also includes responsibility for Motor Sports Communications. She is joining Porsche from Daimler AG. Ben Weinberger joined the Product Communications team in February 2016 and is responsible for the Cayenne, Macan and Panamera model ranges. Elena Storm continues to be the contact person for Two-door Sports Cars. Holger Eckhardt (LMP1) and Oliver Hilger

(GT) serve as contacts for Motor Sports Media. Hermann-Josef Stappen will continue to be responsible for Technical Communications.

Thomas Hagg, previously responsible for Product Press, will now take over as Director of **Event and International Communications**.

Manager in communications department

As part of the reorganization, **Corporate Communications** and Financial Press have been combined, with Frank Scholtys as Director – he was previously responsible for Financial Press. His team includes Matthias Rauter (HR and Sustainability Topics), Nadine Toberer (Sales and Marketing), Christian Weiss (Production and Procurement) as well as Viktoria Wohlrapp and Markus Rothermel (Sports Communications). Helga Ohlhäuser and Nina Armbruster are responsible for Lifestyle topics. Kristin Bergemann (Leipzig), Nicole Lay (Weissach) and Lukas Kunze (Zuffenhausen) are spokespersons for the Porsche company sites.

The Director of the newly created **Corporate Publishing** department is Sabine Schröder – previously Publishing Manager of the *Christophorus* customer magazine. She will be in charge of all internal and external company publications. *Christophorus* has a circulation of 650,000, and is now published in ten languages. At the beginning of the year it was relaunched with a completely new look, and very recently won a BCM Gold Award in Europe's largest competition in content marketing.

Daniela Rathe is the Director of **Politics and External Affairs** and Achim Stejskal continues to be in charge of the **Porsche Museum** and **Historical Communications**.

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-communications-organization-12670.html

Media Package
https://pmdb.porsche.de/newsroomzips/3bfe55df-297e-4872-bdcd-5c232fb2ff70.zip

External Links
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