

Drive Defines Her: How Anne Schnieders is powering the future beyond the sale

13/07/2026 Pioneering innovative solutions at Porsche Middle East and Africa, former Aftersales Director Anne Schnieders is redefining automotive customer care, from cutting-edge battery repair to data-driven predictive platforms, setting bold new standards in sustainable luxury car services.

To preserve high-performing luxury cars for years to come, ensuring they drive smoothly on the road and stay as close to their original condition as possible, requires the same care and attention an artist gives to their finest work. Packaging this care into an excellent service for an increasingly demanding customer is just as complex. This is the multifaceted job of aftersales, one that Anne Schneiders mastered during her time as Aftersales Director at PME, before continuing her journey with Porsche in Germany.

“Sales sell the first car. We sell the second,” said Schnieders. From servicing to repair, flawless results and warm customer service we provide Porsche owners with peace of mind and keep them coming

back to the brand. “We want our customers to buy into Porsche, rather than just buy a Porsche. We keep their dream alive.”

Ahead of the curve in an evolving industry

With over eighteen years of experience, Anne is in a unique position to reflect on the evolution of her industry.

“Car repair was straightforward. It was all mechanical. You have an engine, you repair it. Today, you have battery technology, electrics, software updates, communication management. It is very complex.” Simply identifying potential issues in the modern-day vehicle requires a deep, holistic understanding of every process involved.

More importantly, customer expectations have changed dramatically, where digitization is no longer a luxury but a must. Such changes must be reflected in the tools available to luxury car owners and the dealerships that cater to their repair needs.

In an increasingly unstable world with new global players in manufacturing and energy, the industry is seeing a historic transformation. Leaders must not only adapt to change but also find opportunities for growth. With her laser-focused vision and methodical approach, Anne Schnieders has done just that—positioning herself at the heart of the automotive revolution.

From car-obsessed beginnings to new horizons

“I grew up on my grandparents’ farm in Western Germany, and my grandfather was a car afficionado.” Anne enjoyed watching her grandfather repair old vehicles, some up to forty years old, including his beloved Porsche tractor. This is where Anne’s fascination with the brand began.

Her journey began in the heart of Porsche at the Global headquarters. She started as an intern in Customer Relations, taking care of customer issues working in the call center. That hands-on experience taught her to always lead with empathy and put the customer first. It’s a lesson that remains central to her approach. Anne went on to take up a role in Aftersales, the field she would ultimately lead in.

After nine years, Anne was offered a position as the Regional Aftersales Manager in China.

Over the course of four years in the East, Anne overcame massive market transformations with fresh and innovative solutions. For instance, she tackled gaps in EV quality assurance by leading a cross-functional team to develop a real time monitoring and predictive platform, later also used as data input for simulations at a model by Porsche’s R&D team in Germany.

China continues to hold a special place in Anne's heart, as a reminder of a time where she showed resilience when uprooting her family proved challenging. Yet, as much as Shanghai felt like home to Anne, the pandemic hit, and the instability during that time drew her to Dubai.

Shaking up a massive market

Porsche Middle East and Africa boasts a seasoned 'car park' with 85,000 Porsche vehicles, 37% of which are over 8 years old. Supporting this loyal base means maintaining the high residual value of these precision-engineered cars across diverse markets. With 16 countries, each carrying their own regulations, dealer structures, importer needs, and customer expectations—with varying cultures and levels of economic maturity—this region comes with a unique set of complexities. Yet, Anne rose to the challenge.

After joining PME, Anne transformed the Aftersales division from the inside out, restructuring not only the department but also building a high-performing, future-ready team deeply integrated within the organization. With a focus on efficiency, innovation, and sustainability, she ensured every role aligned with evolving industry needs. The team now brings complementary skills to the table, creating a powerhouse of technical expertise and strategic thinking.

This transformation laid the foundation for bold initiatives: from a business intelligence platform that delivers turnover data analysis, to region-wide battery recycling programs, pioneering high-voltage repair technologies that minimize waste and reduce downtime. PME now deploys onsite battery experts using advanced repair methods—a first in the region. Another, major value-driver, spare parts, also falls under Anne's remit.

"PME is the fifth largest market for spare parts. This year, we're looking at about 70 million euros in revenue." Among the most impactful initiatives has been the Porsche Approved Warranty, providing all-inclusive coverage for up to 15 years

"This is a viable investment for Porsche owners," said Anne. "Older models increase in value when properly maintained. Who better to take care of your Porsche than Porsche?"

Keeping the passion alive, aftersales & after work

Even with all her achievements, Anne remains grounded in what drew her to Porsche in the first place: the passion.

"I'll never forget the first time I started a Porsche engine," said Anne. "That feeling has stayed with me ever since, every time I get behind the wheel."

This enduring passion is what Anne wants every Porsche customer to feel, not just at the first turn of

the key but again and again. It's a commitment to excellence that mirrors the care she witnessed growing up, watching her grandfather restore cars by hand.

At home, Anne finds balance in embracing new challenges, often alongside her son. "He has that same fascination with cars that I always had," said Schnieders. "We love building Lego sets together. Recently it was the Porsche 911 RSR." She also strives to keep learning, whether through skateboarding or her newest pursuit: sailing.

"With sailing, there's no engine, you have to understand how the wind, the sail, and the water work together. Once you do, you realise you're ready to captain a much bigger boat."

Just like her journey at Porsche, it's about mastering complexity and keeping your sense of direction. No matter how fast things move.

In The Media

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