



Christine Russell Fleischer

16/07/2019 All information about the Vice President, Customer Experience for Porsche Cars North America can be found [here](#).

Christine Russell Fleischer is Vice President, Customer Experience for Porsche Cars North America, Inc. (PCNA), headquartered in Atlanta. PCNA is the exclusive U.S. importer of the Porsche 911; 718 Boxster and Cayman; Macan and Cayenne; Panamera; and Taycan.

As Vice President, Customer Experience, Russell Fleischer is responsible for defining and delivering a world-class customer experience that is unique and consistent with the Porsche brand.

Under her leadership, Customer Experience is in charge of innovative CRM practices, driving improvements in customer satisfaction and loyalty within PCNA and its dealer network, distilling market research and consumer insights, focusing and coordinating improvements with Vehicle Initial Quality, and overseeing Porsche Contact Center operations.

Russell Fleischer joined PCNA in March 2024 from INFINITI USA. At INFINITI, she most recently served as Director, INFINITI Customer Experience & Training for the US Market, after returning from Japan

where she was in charge of global strategy. Prior to her tenure at INFINITI, Christine spent 16 years at BMW AG in Munich and the US. She held senior roles for BMW M, led the BMW i team as electrification was introduced to the US market and developed an operational excellence strategy to support sustainable growth and customer delight. She holds a Master of Arts degree from Ludwig Maximilians University of Munich.

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