

Portrait of Albrecht Reimold

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 The content may since have become outdated.

01/02/2016 Albrecht Reimold is the new Member of the Executive Board for Production and Logistics at Porsche. Today he takes up his position in Zuffenhausen. A portrait.

Albrecht Reimold's first contact with Porsche was decades ago. “As a small boy, a model Porsche was the first car I held in my hand”, says the 54-year-old, who moved into his office in Stuttgart-Zuffenhausen on 1 February as the new Member of the Executive Board for Production and Logistics. Together with his father, who was an engineer, the scale model 911 certainly made a decisive contribution to his automotive career.

After studying production technology at the university of applied sciences Heilbronn and training as a specialist welding engineer, Albrecht Reimold started work as a trainee at Audi in Neckarsulm. He held several leadership positions during his long career at the sister company, gained international experience in China and India and finally in 2009 took over plant management at the Neckarsulm site. In 2012 he was appointed Chairman of the Executive Board at Volkswagen Slovakia in Bratislava. It was

here that he came into contact with a Porsche model for a second time, this time full scale. Because the body of the Porsche Cayenne is manufactured in Bratislava.

“Albrecht Reimold has built up extensive knowledge during his long career in the Volkswagen Group”, says Dr Oliver Blume, Chairman of the Porsche Executive Board. “I have come to know him as a well-informed team player. And that is why he is right for us. He knows that the workforce in the factories are crucial to achieve the best product quality.”

Challenge Mission E

Albrecht Reimold sees the main challenges in Porsche in the imminent technological change in the automotive industry: “This significantly affects vehicle production too. This means that we need to deal in particular with the issues of alternative propulsion, connectivity and digitization.” He sees another challenge facing the production of Mission E in the design of the main plant. “The construction of the first all-electric Porsche in Zuffenhausen is a huge opportunity and will give the site a real boost again.”

As a native of Heilbronn he is delighted to be closer to his homeland again. And there is yet another advantage: “In Zuffenhausen I'll finally be understood again when I speak Swabian.”

Link Collection

Link to this article
https://newsroom.porsche.com/en/company/porsche-member-executive-board-production-logistics-albrecht-reimold-portrait-12187.html

Media Package
https://pmdb.porsche.de/newsroomzips/bed100e9-b5ee-4e9f-848d-6985ced240f1.zip

Dr. Ing. h.c. F. Porsche Aktiengesellschaft
Porscheplatz 1
70435 Stuttgart