

Florian Laudan appointed new Vice President of Communications at Porsche

02/04/2026 Florian Laudan (53) will take over at Dr. Ing. h.c. F. Porsche AG as Vice President of Public Relations, Press, Sustainability and Politics on 7 April 2026. He succeeds Dr. Sebastian Rudolph, who has been focusing on leading Corporate Communications at Volkswagen AG since 1 January 2026. Most recently, Laudan served as Senior Vice President for Corporate Communications and Marketing at ZF Friedrichshafen AG.

“Florian Laudan is a communications professional with many years of industry expertise and extensive international experience. He has the ideal skills to guide Porsche confidently through the current transformation process in terms of communications,” says Dr. Michael Leiters, Chairman of the Executive Board of Porsche AG.

In the past, Florian Laudan held several management roles at Mercedes-Benz Bank AG and Daimler Truck AG, gaining extensive international experience. As Head of Communications, he worked for

several years in India and Japan for Daimler Truck Asia. He then moved to the company's headquarters as Head of PR and Internal Communications, Communications Trucks & Buses. In 2022, he initially assumed responsibility for Communications for the Commercial Vehicle Division of ZF Friedrichshafen AG, before being appointed Senior Vice President of Corporate Communications and Marketing in 2024.

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