

Tamer Eser named Vice President of Strategy, Products and Services at Porsche Cars North America

26/05/2026 Veteran automotive leader brings global product, engineering and strategic expertise to PCNA.

ATLANTA. Porsche Cars North America, Inc. (PCNA) today announced that Tamer Eser has been named Vice-President of Strategy, Products and Services. He will join the PCNA Executive Committee and is expected to begin his new role on June 1.

Eser joins PCNA from Porsche AG, where he most recently served as a director overseeing engineering and development for Porsche's next generation vehicle architecture. In this role, he guided cross functional teams in shaping the technology, product direction, and long term strategy for upcoming Porsche models.

"We are excited to welcome Tamer to PCNA," said Timo Resch, President and CEO of PCNA. "He brings

a powerful combination of strategic vision, product expertise and hands-on leadership. His experience will help us accelerate our ambitions in North America and continue delivering products and services that truly resonate with our customers."

"I'm thrilled to join the team in one of Porsche's most passionate and engaged markets," says Eser. "I look forward to developing products and services that elevate the ownership experience and bring lasting value to our customers."

During his tenure at Porsche AG, Eser contributed to project and process management within the model line and held leadership positions in product strategy, organizational development and process optimization within Technical Development.

Before joining Porsche AG, Eser worked at Porsche Consulting and held roles at Mercedes-AMG in both the United States and Germany. He began his career at Mercedes-Benz and later gained further experience in quality management at Robert Bosch.

Eser holds a master's degree in mechanical engineering from Albstadt-Sigmaringen University in Germany.

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