

Changes to the Management Board of Porsche Lifestyle GmbH & Co. KG

23/07/2026 Dr Jan Becker will assume the role of Chief Executive Officer and Chairman of the Management Board of Porsche Lifestyle GmbH & Co. KG with effect from 1 October 2026. Becker is returning to the helm of the company, which he previously led successfully from 2016 to 2022. Most recently, he served as CEO of Porsche eBike Performance GmbH.

“In Dr Jan Becker, Porsche Lifestyle is gaining an experienced leader with extensive expertise in brand development," says Matthias Becker, Member of the Executive Board for Sales and Marketing at Porsche AG. “Thanks to his many years of experience within the Porsche ecosystem, he will provide important impetus for the continued growth and development of Porsche Lifestyle."

Becker has been with Porsche since 2004. After holding various roles in product and licensing management, as well as serving as COO of what was then Porsche Lizenz- und Handelgesellschaft, he first took on the role of CEO of Porsche Lifestyle in 2016. In 2022, he took over the management of Porsche eBike Performance GmbH.

Porsche would like to thank Volker Strotmeier, who, in addition to his role as CFO of Porsche Lifestyle GmbH & Co. KG, had recently taken on the role of interim Chairman of the Management Board.

MEDIA ENQUIRIES



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