

Manfred Bräunl appointed as new CEO of Porsche in Middle East

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04/02/2019 New management for subsidiary in Middle East: Manfred Bräunl (55), previously Vice President Marketing at Porsche China Motors, will assume the position as CEO of Porsche Middle East and Africa FZE (Free Zone Establishment) as from March 1, 2019.

“Manfred Bräunl can optimally use his decades of worldwide experience in marketing and sales for premium auto-motive manufacturers in order to further strengthen our position in this growth region,” says Detlev von Platen, Member of the Executive Board for Sales and Marketing at Porsche AG.

Before his five years of experience at Porsche China, Manfred Bräunl was the Global Head of Marketing at Maserati in Modena (Italy). He had previously occupied senior management positions at BMW, including the role as Managing Director of BMW Canada in Toronto. His predecessor Deesch Papke took over the position Group Managing Director of Audi Volkswagen Middle East (AVME). He has managed

the Dubai-based subsidiary since 2015 as well as between 2005 and 2010.

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