

Thilo Koslowski makes move from Gartner to Porsche

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14/04/2016 Porsche is committed to digitization and connectivity. With immediate effect Thilo Koslowski is assuming a key role in the area of digital mobility at Porsche AG. The expert is coming from Silicon Valley to Zuffenhausen.

Koslowski is joining Porsche from the leading international technology advisory company Gartner Inc. and is known for his extensive knowledge of the automotive as well as Internet and technology industries. He will report directly to the Chairman of the Executive Board Oliver Blume.

Thilo Koslowski has been with Gartner in Silicon Valley since 1997, most recently as Vice President and Practice Leader Automotive, Vehicle Information and Communication Technology (ICT) and Smart Mobility. In this capacity, he advised global automakers and technology companies on transforming new market trends and technologies into innovative products, customer experiences, business models and

partnerships.

Koslowski will assume a leading role in implementing innovative technologies

In cooperation with all departments involved, Koslowski will assume a leading role at Porsche in implementing innovative technologies, especially in the areas of connectivity, digital customer experiences, smart mobility and autonomous vehicles. His responsibilities also include corporate venturing, seeking suitable partners in the process of digital transformation of Porsche as well as the implementation of innovative customer offerings.

“We are proud to have recruited an established expert in the area of digital mobility and new business models in the person of Thilo Koslowski,” said Porsche CEO Oliver Blume. He also said that bringing Koslowski in is a further step toward being able to play an active role in shaping the transformation of the car industry and more closely align Porsche with opportunities offered by digitization. “Digital innovations are one key element in our strategic focus. We are striving to link our traditional sports car DNA with the technologies of the future in a way unique to Porsche.”

Thilo Koslowski studied business management with a major in marketing, European economy and production engineering at the RWTH Aachen University. He subsequently worked in various marketing positions at Audi. According to Koslowski, the era of the technology-defined vehicle provides an unprecedented opportunity to think differently and transform cross-departmental ideas into a consistent agile digital customer experience. “The automotive industry will be redefining itself over the next few years. The car will become the most innovative, most exciting device in the digital lifestyle of our time. We will connect the virtual and physical world in a unique way. I look forward to being able to pursue this development at Porsche.”

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