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Simon Kuhnimhof

All information about the Vice President, Customer Experience of Porsche Cars North America can be found here.



Simon Kuhnimhof is Vice President, Customer Experience of Porsche Cars North America, Inc. (PCNA), headquartered in Atlanta. PCNA is the exclusive U.S. importer of Porsche 911; 718 Boxster and Cayman; Macan and Cayenne; Panamera; and Taycan.

As Vice President, Customer Experience, Kuhnimhof is responsible for defining and delivering a world-class customer experience unique and consistent with the Porsche brand, leading an innovative CRM practice, driving improvements in customer satisfaction and loyalty within PCNA and its dealer network, leading market research and consumer insights, focusing and coordinating improvements with Vehicle Initial Quality, and delivering world class Porsche Contact Center operations.

Previously, Kuhnimhof was Senior Manager, Corporate Business Development, where he was responsible for the construction projects for the Porsche Experience Centers in Atlanta and Los Angeles, he oversaw the Project Management Office, and the development and rollout of Strategy 2025 for PCNA.

Kuhnimhof has also held roles with Porsche and McKinsey & Co. in Germany.

Kuhnimhof received a Diplom-Betriebswirt from Heilbronn University, Germany, and a Bachelor of Arts in International Business from Northumbria University, Newcastle, United Kingdom.



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