

## **Dr. Christiane Zorn**

**Head of Product and Portfolio Strategy at AUDI AG**

**Acting Head of Steering Business Area Product Lines and Module Management at AUDI AG**

Dr. Christiane Zorn was born in 1981 in Heilbronn.

She studied business administration as part of a double master's degree program (business graduate/master's degree) at the Friedrich-Alexander University Erlangen-Nuremberg and the French business school, EM Lyon Ecole de Management, focusing on controlling, strategic management, and marketing.

Her professional career began in 2007 with the Boston Consulting Group, where she worked as a consultant to the automotive industry and a mentor and recruiter while completing her doctorate.

Dr. Zorn joined the BMW Group in Munich in 2013 as Product and Launch Manager for the BMW 1 Series Sedan. Starting in 2015, she assumed responsibility as Head of Product Management for the compact car segment in China. A year later, she took over the responsibility for the Sales Region China controlling department at the Beijing site until the end of 2019.

In March 2020, Dr. Christiane Zorn joined AUDI AG as Head of Sales for China / Hong Kong.

On September 1, 2020, she was appointed Head of Product Marketing at the four rings.

Since March 1, 2023, Christiane Zorn has been Head of Product and Portfolio Strategy. On February 1, 2024, she was temporarily appointed Head of Control Series and Module Management at AUDI AG.