



## **Henrik Wenders**

### **Head of Brand Audi**

Henrik Wenders was born 1972 in Düsseldorf. After an apprenticeship as an assistant for design and production engineering and an apprenticeship as an advertising sales assistant, he studied business administration with a focus on marketing and communication at the University of Applied Sciences in Düsseldorf. He began his professional career in 1992 as an advertising sales assistant.

In 1995, Henrik Wenders worked as a customer consultant at the advertising agency Grey Group Mitteleuropa in Düsseldorf, and from 1999 he also supported the advertising agency Jung von Matt – likewise in a consulting position. He became Member of the Board of Management for Marketing and Sales at the online marketing company 100world.media AG in 2001. Henrik Wenders held various management positions at BMW AG from 2002 to 2016. He was most recently responsible as Vice President Product Management BMW i for communication, sales and after sales in the electric car division.

He moved to what is now Byton Ltd. in October 2016, first to Hong Kong and then to Shanghai. In his position as Vice President Marketing, he developed the globally present brand. He was also responsible for digital and vehicle product management as well as the development of an after sales & service and market entry strategy. Within three years, he worked with teams in China, Europe and USA to develop Byton into a global all-electric premium brand.

Henrik Wenders' strengths lie in his extensive experience in China, his entrepreneurial spirit and his solid handling of the topics of electric mobility and digitalization.

Henrik Wenders started in the AUDI AG Sales and Marketing Division in the position Head of Brand Audi on April 1, 2020.