

Julius Seebach

Head of Strategy & Innovation Technical Development

Julius Seebach reports directly to the Member of the Board Management for Technical Development and is responsible for strategy and innovation management since May 2023.

He was born on 13 December 1983 in Pirmasens and graduated in 2007 with a degree in industrial engineering and management from the University of Applied Sciences Kaiserslautern. This was followed in 2011 by an international Master of Business Administration at the Business School of Saarland University. Seebach acquired further qualifications at Harvard Law School and the London Business School.

Between 2007 and 2014, Julius Seebach was active at Porsche before starting his career at AUDI AG in 2015.

Initially responsible for strategy and powertrain management in Technical Development, Seebach was in charge of the strategic reorganization of powertrain development, among other things.

In 2017, he successfully introduced Product Line Management (Baureihenmanagement) at Audi Sport and took charge of the RS 4/RS 5 and RS 6/RS 7 model series as well as corporate strategy.

From May 2019 to August 2022, he bore responsibility as Managing Director of Audi Sport GmbH.

During this period, the subsidiary realized the biggest model offensive in its history, doubling sales and setting earnings records. Seebach bundled all motorsport activities of the Audi brand under one roof. With a consistent electrification strategy, Seebach positioned Audi Sport GmbH sustainably and with an eye to the future – both for production models and in motorsport.



In 2020, Seebach additionally took over responsibility for motorsport at Audi and systematically realigned it. Among other things, the most complex racing vehicle in Audi's history was developed in record time under his leadership – the RS Q e-tron for the Dakar Rally. The successful debut with four stage victories was followed by the first rally victory of a car with an electrified powertrain at the second event in Abu Dhabi. As the main pillar of the realignment, Seebach successfully organized the entry of the Four Rings into Formula 1 until May 2023.