

Karl Meier

Head of Strategic Planning

Karl Meier was born in Kösching, Bavaria, in 1976.

After graduating from high school, he studied industrial engineering at the Ingolstadt University of Applied Sciences (THI) and obtained his degree in 2003. At the same time, Meier founded a sports management consultancy in 2001, and he served as the company's CEO until 2008. Meier also held various positions in AUDI AG's Production Planning department starting in 2003, including assistant to the Plant Manager at the Ingolstadt location and assistant to the Board Member for Production and Logistics.

He then transferred to Audi Hungaria in Győr, where he spent three years running ramp-up management at the Hungarian location.

In 2019, Meier returned to Ingolstadt and took on two more management positions – Head of Product Engineering Management/Strategy and, starting in 2021, Head of Production Project Management in the Product Lines. Among other things, he was responsible for the production of models based on the Modular Transverse Matrix (MQB) and the Scalable Systems Platform (SSP3x).

Meier became Head of Strategic Planning at AUDI AG in September 2023. In this role, he's responsible for the implementation of the 360factory production strategy, the orientation of the Audi production network and the corresponding production structures at the Ingolstadt, Neckarsulm, Győr, Brussels and San José Chiapa locations, as well as central management of the Production division.

On top of his roles at Audi, he also became Chairman of the Supervisory Board of the FC Ingolstadt 04 soccer club in 2020 – a club he himself used to play for.