



Fermín Soneira Santos

Head of Product Line for Electric Models from the A to C Segment

Fermín Soneira Santos was born in 1972, in Gijón, Spain. He studied at the Universidad de Oviedo and Osnabrück University of Applied Sciences and obtained a Master's degree in Mechanical Engineering and Automotive Engineering in 1998. He then began his professional career at AUDI AG in Chassis Development.

In 2002, he moved to SEAT, where he was responsible for various functions in Technical Development over the next twelve years. He was in charge of the Chassis area and Whole Vehicle Development for all SEAT models from 2006 to 2013.

He returned to AUDI AG in 2014 and took over product strategy and brand positioning for full-size models. In addition, he directed the powertrain, carbon and electrification strategy for all Audi models.

Fermín Soneira Santos was Head of Global Product Marketing at AUDI AG from mid-2016 until the end of August 2020.

Since September 2020, he has held the position of Head of the Product Line for Electric Models from the A to C Segment at AUDI AG.