

Jochen Goller

Member of the Board of Management of BMW AG Customer, Brands, Sales

(as of November 1st, 2023)



April 1966	Born in Miltenberg, Germany
1986–1989	Chemistry studies, University of Düsseldorf
1990–1999	Different functions in events, brand marketing and sponsorship
October 1999	Joined BMW Group
1999–2004	Different functions in market communications
Feb. 2004– Sept. 2004	Head of Brand Communications MINI
Oct. 2004– Sept. 2009	Head of Marketing China, Beijing
Oct. 2009– Sept. 2013	Head of Brand Management MINI UK and Ireland, Bracknell
Oct. 2013– April 2015	Head of MINI
May 2015– Feb. 2018	Head of Sales and Marketing BMW Brilliance Automotive, Beijing
March 2018– Oct. 2023	President and CEO of BMW Group Region China, Beijing
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