

Media Information

1 October 2026



BMW Group Asia strengthens leadership team with appointment of Irene Nikkein as Director of Sales and Daniel Nentwich as Director of Marketing.

- Nikkein returns to BMW Asia following a successful tenure leading Rolls-Royce Motor Cars Asia Pacific.
- Nentwich joins BMW Asia from one of BMW's largest regional markets in BMW of North America.

Singapore. BMW Group Asia announced the appointment of **Irene Nikkein** as **Director of Sales**, BMW Asia, effective 1 September 2026 and **Daniel Nentwich** as **Director of Marketing**, BMW Asia, effective 1 December 2026.

"I am delighted to welcome Irene and Daniel to the BMW Asia leadership team," said Rene Gerhard, Managing Director, BMW Group Asia. "Together, they bring highly complementary

strengths that span the full customer journey. Irene combines deep expertise in sales leadership, dealer network development, and commercial performance, while Daniel adds extensive experience in brand building, customer engagement, and data-driven marketing. Their collective experience, international perspective, and proven track records of growth will be instrumental as we continue to strengthen the BMW brand and plan for sustainable growth across the BMW Asia region."

Irene returns to BMW Asia after 16 years, bringing more than 15 years of leadership experience across the BMW Group. For the past five years, Irene served as Regional Director, Rolls-Royce Motor Cars Asia Pacific, where she led the business through a period of significant growth, and strengthened the brand's regional footprint. During her tenure, Rolls-Royce expanded its presence through the establishment of local offices in Japan and Korea, alongside the launch of the new Private Office Seoul.

Prior to Rolls-Royce Motor Cars, Irene spent nearly 11 years with the MINI brand, serving as Regional Marketing Manager for MINI Asia before taking on the role of Head of MINI Brand Communication & Product Management, Japan.

Daniel brings more than a decade of international experience across the automotive and luxury sectors in the United States and Europe. In his current role as Regional Marketing Director, Northeast Region at BMW of North America, he leads integrated marketing, CRM, experiential activations, and strategic partnerships across one of BMW's largest regional markets, driving customer engagement and business growth through data-driven, customer-centric strategies.

Throughout his career with the BMW Group, Daniel has held leadership roles spanning marketing, sales, retail performance, and used vehicle strategy. He has a proven track record in digital transformation, dealer network development, and commercial growth, while building

high-performing teams and fostering collaboration across functions, markets, and stakeholders.

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The BMW Group

With its four brands, BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products – from the supply chain through production to the end of their useful life.

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