



## Rolls-Royce Motor Cars Media Information

### Torsten Müller-Ötvös

#### Career

February 1988	Joined BMW AG as a trainee in the Sales Division
1995 - 1996	Head of Product and Programme Strategy
1997 - 1998	Head of Brand Management and Trend Research
1999 - 2003	Head of Brand Strategy/Market and Trend Research
2004 - 2008	Head of Central Marketing and Brand Management, BMW
2008 - 2010	Head of Global Product Management Automobiles and After Sales

Born 19 November 1960, Düsseldorf, Germany

Studied Business Management at the Universities of Munich and Augsburg (1981 – 1986)

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