

Dr. Kay Segler

1 March 1955	Born in Braunschweig, Germany
1976 – 1981	University of Mannheim, Master of Business Administration
1981 – 1986	University of Mannheim, Ph.D.
1986 – 1988	Droege & Company Consulting, Düsseldorf
1988 – 1991	BMW AG, Director Strategic Planning, Munich
1992 – 1995	BMW AG, General Manager, Strategic Marketing and Projects, Overseas Region
1995 – 1998	BMW Asia Ltd., President, Singapore
1999 – 2003	BMW AG, Director Parts Distribution Europe & Overseas
2004 – 2008	BMW AG, Senior Vice President MINI Brand Management
2008 – 2009	BMW AG, Senior Vice President Importer Markets
2009 – 2011	BMW M GmbH, President
2011 - 2013	BMW AG, Senior Vice President MINI Business Coordination and Brand Management
as of 2013	Senior Vice President Special Projects Asia