

Hildegard Wortmann
Senior Vice President Brand BMW
(born 27.09.1966 in Muenster/Westfalia)

academic qualifications:

1985	Abitur
1985-1986	Higher Commercial School, Department of foreign languages State-certified foreign languages correspondent, IHK
1986-1989	Studies in Business Administration FH Münster Degree: Dipl.-Betriebswirt (distinction) Award of the German Textile Industry for development of a franchise concept in the textile business
1992-1995	MBA in London (Degree with honors)

work experience:

1990-1998	Unilever
1990-1992	Product Manager, Unilever Duesseldorf, Personal Care
1992-1995	International Brands Manager, Unilever HQ London, UK (as Expat)
1995-1998	Marketing Director Calvin Klein (Unilever), Wiesbaden/Germany and New York/USA (incl. Retail / Key Account and PR responsibility)
since 1998	BMW AG
1998-2001	Central Marketing BMW AG, Media Manager
2001-2007	Head of Brand Communication – Relaunch of the brand MINI MINI Brand Management
2007-2008	Head of Marketing Pre-development and Innovation Projects Central Marketing and Brand Management BMW AG
2008-2010	Vice President Product Management X and Z Models Central Product Management Automobiles and Aftersales
2010-2016	Senior Vice President Product Management Automobiles and Aftersales
Since 06/2016	Senior Vice President Brand BMW