

Dr. Steven F. Althaus



9 Jan. 1968	Born in Frankfurt am Main, Germany
1988	Abitur (high-school diploma)
1988 – 1993	Studied business administration at University of St. Gallen (Switzerland)
1993 – 1995	Doctoral studies at University of St. Gallen (Switzerland)
1999 – 2001	Managing Director, Springer & Jacoby, London (UK) and Hamburg
2002 – 2010	Various positions at Allianz SE, Munich, incl. Head of Global Brand Management and Strategic Partnerships
2010 – 2012	Chairman and CEO, Publicis Germany and Austria
15 Jan. 2013	Joins BMW AG
from 15 Jan. 2013	Director Brand Management BMW, Marketing Services BMW Group