



Press release  
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**Short portrait Sebastian Mackensen,  
Senior Vice President MINI.**

Munich. From March 1st, 2015 Sebastian Mackensen will take over as Senior Vice President MINI within the BMW Group. The 43-year-old with a master's degree in business administration and economics joined the BMW Group in October 2013 and brings with him many years of international sales experience in the automotive premium segment.

Sebastian Mackensen was born in Braunschweig and graduated with a degree in business administration and economics in 1995 after completing his studies. Upon finishing his international MBA in Madrid and Los Angeles, he successfully completed an international sales management development program at the sports car manufacturer Porsche in Stuttgart. After holding professional positions for the same company in Spain and in the USA, Mackensen moved to Audi AG in Ingolstadt in 2008, where he headed the sales division for the entire American region with five subsidiaries and more than twenty importers. He joined the BMW Group in October 2013. Here Mackensen took over as head of worldwide MINI Sales. Now he succeeds Jochen Goller as Senior Vice President MINI.

Apart from MINI, Sebastian Mackensen's focus in life is on his family. He likes to spend his free time above all with his wife and their sons aged six and four.

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