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Michael Alexander Schneider appointed CEO of idealworks

Munich. Michael Alexander Schneider becomes CEO of idealworks, the BMW Group's Logistics Innovations spinoff. He completes the management team of the rapidly growing technology start-up, consisting of Karin Korber (CFO), Markus Bauer (COO), and Jimmy Nassif (CTO).

The idealworks advisory board has appointed Michael Alexander Schneider as Chief Executive Officer of the BMW Group spinoff effective June 1, 2021. Schneider previously worked in Corporate Strategy, M&A and Cooperations at BMW AG.

"With Michael, the idealworks advisory board welcomes an innovative manager with years of strategic and operational expertise. He will accelerate both idealworks' innovation portfolio and the long-term course of growth we have embarked upon, exploiting the immense potential of the market for autonomous logistics systems," states Dr. Rainer Feurer, Senior Vice President Corporate Investment Management BMW Group.

Schneider looks back on many years of experience in strategy consulting and the BMW Group. Over the past 14 years, he was initially responsible for managing strategic projects in sales and production. He then headed up the global business development of Rolls-Royce Motorcars Ltd. in the UK before taking over operational responsibility for the Asia-Pacific region, based in Singapore. Returning to BMW Corporate Strategy in Munich, he actively drove the establishment of the company idealworks, together with the current management team.

"With the autonomous mobile robot iw.hub, the control unit iw.brain, and the cloud-based fleet management software AnyFleet, idealworks has some of the most future-oriented intralogistics solutions on offer, and has written a remarkable story of innovation and growth in a few short months since its launch," adds Michael Alexander Schneider. "I'm very excited to join such a strong and dynamic team that is already proving to be a game changer in the logistics industry, adding substantial value for companies worldwide."

About idealworks:

Headquartered in Munich and founded in November 2020 as a wholly owned subsidiary of the BMW Group, idealworks is specialized in the development of autonomous transport robots, their control unit and their fleet management software. As an international company dedicated to driving innovation and accelerating the adoption of autonomous logistics, the spin-off is changing the way intelligent robots work. Leveraging the latest technology, and a steadfast software-first approach, idealworks is focused on building the most intelligent, flexible, and collaborative logistics services. With the CE certified autonomous mobile robot iw.hub, the control unit iw.brain, and the cloud-based control platform AnyFleet, idealworks combines industry-leading computing power and proven hardware to autonomize intralogistics workflows in industrial environments.

www.idealworks.com

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The BMW Group production network

Uniquely flexible and highly efficient, the BMW Group production network is able to respond quickly to changing markets and regional sales fluctuations. Expertise in manufacturing is a key contributor to the BMW Group's profitability.

The BMW Group production network uses a range of innovative digital and Industry 4.0 (IoT) technologies, including virtual reality, artificial intelligence and 3D printing applications. Standardised processes and structures across the production system ensure consistent premium quality and allow a high degree of customisation.

The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set its course for the future early on and is making sustainability and resource efficiency the focus of the company's strategic direction – from the supply chain, through production, to the end of the use phase, for all its products.

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