

Press-Information
09 February 2024

Appointment of new leadership in the Corporate Communication & Public Affairs division of the BMW Group

+++ Sourour Stanke takes on responsibility for Strategy, Services, Media House, Market Communications Europe, China in the Corporate Communication & Public Affairs division of the BMW Group +++

Munich. On 1 February, **Sourour Stanke** (44) joined the core leadership team of Global Corporate Communications, enriching the division with her vast experience in communications and PR as well as her international background.

As head of the central department "Strategy, Services, Media House, Market Communications Europe, China," she reports directly to Maximilian Schöberl, Senior Vice President of Corporate Communication and Public Affairs.

Sourour Stanke has more than 20 years of leadership experience in globally operating companies. Since 2017, she held the position of Head of Corporate Communications & Government Affairs at Giesecke+Devrient, where she led the global communication efforts, political communication, and brand management, thereby significantly shaping the overall transformation of the company into a global security tech player.

The ability to navigate change, while balancing tradition and modernity, has also defined her professional career in various management positions at renowned companies such as Siemens AG and Linde AG.

With her appointment, Ms. Stanke brings new perspectives and strategic approaches, tech-savviness, as well as valuable expertise in market support and the development of innovative event formats, to the communication work of the BMW Group.

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If you have any questions, please contact:

BMW Group Corporate Communications

Dr. Hans-Peter Ketterl

Spokesperson for Human Resources and Board Member for Human Resources and Real Estate

Tel: +49-89-382-23923

Mail: Hans-Peter.Ketterl@bmwgroup.com**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 over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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