



Hendrik von Kuenheim

General Director BMW Motorrad

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| 24.05.1959 | Born in Hannover, Germany |
| 1980 – 1983 | Diploma in Hotel Management Finance and Administration, Hotel Four Seasons, Munich |
| 1983 – 1985 | Southern Sun Hotel Corporation, Front Office Manager, Cape Town |
| 1985 – 1985 | Diploma in Hotel Management, Cornell University, Ithaca / New York |
| 1985 – 1986 | Joined BMW North America Trainee Sales, San Francisco |
| 1986 – 1990 | Sales Manager BMW USA Los Angeles, Cincinnati, Chicago |
| 1990 – 1991 | Project Manager sales agency BMW Middle East |
| 1991 – 1993 | International Fleet Sales Director BMW, Munich |
| 1994 – 1998 | Managing Director BMW Middle East, Dubai |
| 1998 – 2004 | President and CEO BMW Group Canada |
| 2004 – 2007 | Executive President BMW Group Espana |
| from 01.01. 2008 | General Director BMW Motorrad |