

BMW Group Middle East names Osama Sherif as new Head of Corporate Communications

25th August 2021 – Dubai, United Arab Emirates: BMW Group Middle East, responsible for BMW and MINI business operations across the region, has today announced the appointment of Osama Sherif as its new Head of Corporate Communications with effect from 1st of September 2021.

Based at the Regional Office in Dubai, Sherif will be responsible for overseeing all BMW Group's communication brands, ensuring external and internal audiences are engaged via a range of content across multiple platforms. He succeeds Silke Brigl, who will be taking on a role as the General Manager of UK Plants Communications at BMW Group UK.

He joins the organisation following an eight-year career in communications at award-winning agencies, where he managed several automotive brands, including BMW Group Middle East, as well as overseeing accounts for several technology brands.

His previous role was Senior Manager of Consumer Communications at Talabat Middle East – a company part of the Berlin-based Delivery Hero SE.

Born and raised in Qatar, Sherif moved to the UAE to earn his Bachelor's degree in Marketing from the American University of Sharjah.

Dr. Hamid Haqparwar, Managing Director of BMW Group Middle East, said: "We are thrilled to appoint Osama Sherif as our new Head of Corporate Communications at BMW Group Middle East."

"Having worked with us throughout different stages of his career, we have no doubt that Osama will become a valuable key member of our team. He is a highly ambitious and creative professional who is well versed with the BMW Group brands in the region and fully understands what we are aiming to achieve."

"His knowledge of the industry is excellent and along with his experience, passion and commitment, his attributes will be vital in telling our stories to new and current audiences across the region."

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BMW Group Middle East

Corporate Communication

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 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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