

Media Information  
November 8, 2023

## Staff changes in BMW Group Corporate Communications

**+++ BMW AG Corporate and Governmental Affairs is reorganizing its management team at departmental level with effect from November 1 this year +++**

**Munich.** BMW AG Corporate and Governmental Affairs is reorganizing its management team at departmental level with effect from November 1, 2023.

The changes will affect the following functions specifically:

**Alexandra Landers** will take over as head of the "Product Communications BMW Automotive" department, where she will primarily be responsible for product, lifestyle and brand communications for the core BMW brand. After holding several different positions as an HR manager, in Inhouse Consulting and as Regional Head of Communications in Europe, Landers has most recently worked as head of "PR Events".

**Nicole Geisel** will take on the role of head of the "Corporate Communications Purchasing, Supplier Network and Sustainability" department.

After working in a range of positions in financial and IT communications and supporting the Supervisory Board of BMW AG, she most recently headed up the BMW Group's Communications Strategy as well as Planning and Steering and Market Steering for Europe and China, along with the unit's Business IT.

**Markus Sagemann** will take responsibility for the "PR Events" department. In recent years, Sagemann has held numerous management positions in external and internal communications for the BMW Group. Most recently, he headed up the "Corporate Communications Purchasing, Supplier Network and Sustainability" department.

**Ingo Wirth** will take over the management of the "Strategy, Steering" department.

After heading up several roles in marketing communications and board management for the Board of Management, Wirth has in recent years been in charge of product communications for the MINI and BMW Motorrad brands and most recently also for the core BMW brand.

**Corporate Communications****Media Information**

Date November 8, 2023

Subject Staff changes in BMW Group Corporate Communications.

Page 2

If you have any questions, please contact:

**BMW Group Corporate Communications**

Dr. Hans-Peter Ketterl  
Spokesperson HR and  
Member of the Board of Management BMW AG, People and Real Estate  
Tel: +49-89-382-23923  
Mail: [Hans-Peter.Ketterl@bmwgroup.com](mailto: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.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>