

Sporočilo za javnost
19. junij 2024

Sprememba v vodstvu BMW Financial Services za Srednjo in Jugovzhodno Evropo..

Kathrin Frauscher bo od 1. julija 2024 nova izvršna direktorica BMW Financial Services za Srednjo in Jugovzhodno Evropo.

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Salzburg. As of 1 July 2024, Kathrin Frauscher will be the new CEO of BMW Financial Services Central and Southeastern Europe. She is taking over the position of chairperson of the management board of BMW Austria Bank GmbH, BMW Austria Leasing GmbH as well as the responsibility for Financial Services in the 11 markets of the Central and Southeastern Europe Region. She will be succeeding Kerstin Zerbst, who has successfully developed the financial services business in this region since 2019. In July, Kerstin Zerbst will be joining BMW Bank, which is headquartered in Munich and has branches in Italy, Spain and Portugal, to take up the position of CFO there on 1 August.

"I am particularly proud to be able to hold the position of CEO in my home country" says Kathrin Frauscher, who was born in Upper Austria. In her new role, Kathrin Frauscher, brings with her extensive experience in the banking and financial services sector. She has a degree in Business Administration from the Vienna University of Economics and has been working for the BMW Group since 2007. Since joining the headquarters of BMW AG in Munich, Kathrin Frauscher has held various management positions with BMW Financial Services worldwide, including CEO & Managing Director of the national companies in Denmark and India.

In her last position, which Kathrin Frauscher has held since 2022, she was responsible for sales and marketing management for BMW Financial Services

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in Central and Southeastern Europe and, as a result, she already has extensive knowledge of her new area of responsibility.

In recent years, BMW Financial Services has enjoyed a steady increase in the number of contracts and profitable growth in Central and Southeastern Europe. With her 17 years of experience of working for the BMW Group and her international background, Kathrin Frauscher brings with her extensive expertise to further advance the positive development of Financial Services in Central and Southeastern Europe.

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Skupina BMW

BMW Group je s svojimi znamkami BMW, MINI, Rolls-Royce in BMW Motorrad vodilni svetovni premijski proizvajalec avtomobilov in motornih koles, poleg tega pa zagotavlja premijske finančne storitve in storitve mobilnosti. Proizvodna mreža BMW Group obsega več kot 30 proizvodnih lokacij po vsem svetu; podjetje ima globalno prodajno mrežo v več kot 140 državah.

Leta 2023 je BMW Group prodal več kot 2,55 milijonov osebnih vozil in več kot 209.000 motornih koles po vsem svetu. Dobiček pred obdavčitvijo v poslovnem letu 2023 je znašal 17,1 milijarde evrov ob prihodkih v višini 155,5 milijarde evrov. Na dan 31. decembra 2023 je bilo v BMW Group zaposlenih 154.950 ljudi.

BMW Group je svoj uspeh vedno gradil na dolgoročni viziji in odgovornem delu. Podjetje je že v zgodnji fazi opredelilo smernice za prihodnost ter dosledno postavlja trajnostni razvoj in učinkovito upravljanje virov v središče svoje strateške usmeritve, od oskrbovalne verige prek proizvodnje do faze končne uporabe vseh izdelkov.

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