

Media Information
June 6, 2025

Alexander Buresch appointed head of BMW Group Financial Services, Franz Decker to lead BMW Group IT

Munich. Change at the top of BMW Group Financial Services and BMW Group IT:

As of August 1, Alexander Buresch will take over the leadership of the BMW Group's financial services business. His successor as CIO and Senior Vice President BMW Group IT will be Franz Decker.

Alexander Buresch began his career with the BMW Group in April 1998 at BMW Bank GmbH in Munich and has been responsible for the Group's global IT since January 2020. Prior to this, he was responsible for the strategy and business development of the BMW Group in China, including the joint venture BMW Brilliance Automotive Ltd. (BBA). His predecessor, Gerald Holzmann, will retire on July 31 of this year.

The new CIO and Senior Vice President BMW Group IT will be Franz Decker, who has served since April 2022 as President & CEO of BMW Brilliance Automotive Ltd., overseeing the joint venture's sites in Shenyang and Beijing as well as the LingYue IT hub in Nanjing.

Birgit Böhm-Wannenwetsch will assume responsibility for BMW Brilliance Automotive Ltd. from Franz Decker. Before this new role in China, she was in charge of the Americas region for BMW Group Financial Services.

BMW Group Financial Services operates in over 50 countries worldwide through subsidiaries and partnerships with local financial institutions and importers. With nearly 8,500 employees, it is one of the leading financial service providers in the automotive sector. In 2024, the Financial Services segment achieved a pre-tax profit of €2.53 billion. Nearly every second new BMW and MINI vehicle is financed or leased through BMW Group Financial Services.

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BMW Group IT drives the digital transformation of the BMW Group worldwide. With a clear focus on stable, secure IT systems and consistent customer orientation, it develops innovative software platforms and applications for all business areas. Through targeted industrialization of new technologies, BMW Group IT lays the foundation for future-proof business models. With six global IT and software hubs and employees from over 60 nations in 30 countries, it actively shapes the digital future of the company.

The joint venture BMW Brilliance Automotive Ltd. has been in existence since May 2003. BBA produces seven model series for the Chinese market. The production capacity of the joint venture has grown steadily from 30,000 to over 800,000 units across three plants. In May 2024, the six millionth vehicle was produced at BBA.

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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 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 2024, the BMW Group sold over 2.45 million passenger vehicles and more than 210,000 motorcycles worldwide. The profit before tax in the financial year 2024 was €11.0 billion on revenues amounting to €142.4 billion. As of 31 December 2024, the BMW Group had a workforce of 159,104 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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