

Media Information



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Curriculum Vitae Klaus

Klaus Zellmer

- Member of the Board of Management of the Volkswagen Passenger Cars brand with responsibility for 'Sales, Marketing and AfterSales'

Klaus Zellmer is a graduate economist.

He has been with Porsche AG for 23 years.

He began his professional career in 1994 as a research assistant to Professor Willi Diez at Institut für Automobilwirtschaft (IFA) in Nürtingen.

In 1997, Zellmer started at Porsche AG as assistant to the board.

In January 1999, he moved to sales network development at Porsche of France, and joined Porsche AG in Stuttgart as Regional Manager North America in June of the same year.

In 2000, Klaus Zellmer relocated to Leipzig to serve as Project Manager Marketing and Distribution at Porsche Plant Leipzig, and was appointed the company's Director of Sales and Marketing in 2002.

In 2007, he was named Head of Marketing at Porsche Germany in Bietigheim. Three years later, he became CEO of Porsche Germany.

Klaus Zellmer was appointed President & CEO of Porsche Cars North America in Atlanta, USA, in 2015.

About the Volkswagen brand:

The Volkswagen Passenger Cars brand is present in more than 150 markets throughout the world and produces vehicles at over 50 locations in 14 countries. In 2018, Volkswagen delivered 6,2 million vehicles including bestselling models such as the Golf, Tiguan, Jetta or Passat. Currently, 195,878 people work for Volkswagen across the globe. The brand also has over 10,000 dealerships with 86,000 employees. Volkswagen is forging ahead consistently with the further development of automobile production. E-mobility, smart mobility and the digital transformation of the brand are the key strategic topics for the future.
