



Werner Eichhorn (*1963)

Member of the Board of Management for Sales and Marketing (since 1 September 2012)

PROFESSIONAL CAREER

- > Apprentice, Volkswagen AG Wolfsburg (1979 – 1981)
- > Central Sales Planning, Volkswagen AG Wolfsburg (1982 – 1987)
- > Sales Distribution Region North, Volkswagen AG Wolfsburg (1987 – 1989)
- > Regional Distribution Manager Export, Volkswagen AG Wolfsburg (1990 – 1992)
- > Regional Sales Manager, Special Projects, Volkswagen AG Wolfsburg (1992 – 1993)
- > Head of Sales Management, Audi AG Ingolstadt (1993 – 1994)
- > Head of Region Europe (Scandinavia), Audi AG Ingolstadt (1994 – 1995)
- > Executive UK, National Sales, Audi AG Ingolstadt (1995 – 1996)
- > Head of Sales Region Northern/ Eastern Europe, Audi AG Ingolstadt (1996 – 1998)
- > Head of Sales Region Northern/ Middle/ Eastern Europe, Audi AG Ingolstadt (1998 – 2004)
- > Head of Sales Region Europe and China, Audi AG Ingolstadt (2004 - 2005)
- > Managing Director, Audi Division FAW-VW China in Changchun (2005 – 2008)
- > Head of Sales and Marketing Germany, VW PKW in Wolfsburg (2008 – 2012)