

Christine Wolburg appointed as Chief Brand Officer of the Volkswagen brand



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BY [VOLKSWAGEN](#)

Christine Wolburg, formerly Head of Sales and Marketing at Berliner Verkehrsbetriebe (BVG), is taking on the newly created role of Chief Brand Officer (CBO) of the Volkswagen brand effective April 1. She will report directly to Thomas Schäfer, member of the Board of Management of Volkswagen AG, Brand Group Core and CEO Volkswagen Brand.

- The CBO function will be responsible for developing and rolling out a holistic brand experience and acting as a central interface to key areas throughout the company.

- CEO Thomas Schäfer:

In Christine Wolburg we are gaining a recognized expert with solid expertise in brand experiences and customer experience.

Christine Wolburg is taking on the newly created position of Chief Brand Officer of the Volkswagen brand with effect from April 1, 2025. Wolburg not only has longstanding experience in the automotive industry but also solid expertise in developing and implementing forward-looking brand experiences. In her new role, Wolburg will be responsible for the global brand experience strategy and will take the holistic experience of the Volkswagen brand to the next level. As CBO, Wolburg will report directly to CEO Thomas Schäfer. In addition, she will take over the marketing management of the Volkswagen brand from Susanne Franz, who will take on a different role within the group.

Thomas Schäfer, CEO Volkswagen Passenger Cars:

We are pursuing a clear goal for the Volkswagen brand – becoming the world's leading volume manufacturer in terms of technology by 2030. Now, in the middle of our catch-up phase, we are gaining a recognized expert with solid expertise in brand

experience strategies and customer experience. Christine Wolburg and her team will develop a consistent, fitting brand experience across all touchpoints, from in-vehicle operation to dealership sales to the advertising campaign. I would like to thank Susanne Franz for her hard work and wish her every success in her new role.

Christine Wolburg has extensive expertise and many years of experience both in the automotive industry and in developing and implementing forward-looking brand experience strategies. She and her team will map out the development path for a holistic brand experience strategy for the Volkswagen brand and act as a central interface to the key areas such as Design, Vehicle Strategy, Digital Business and Communications. She will also manage the introduction and rollout of comprehensive brand governance across all regions, with the aim of creating a consistent brand experience worldwide.

Christine Wolburg studied business administration in Aschaffenburg, Germany, majoring in marketing. On completing her degree in 2004, she began her career at Mercedes-Benz, working in product management for the Smart brand and building up extensive experience in sales and marketing within the group. Starting in 2016, Wolburg managed product communication for Mercedes-Benz Passenger Cars and Smart in Germany for nearly five years. She joined Berliner Verkehrsbetriebe in 2021 as Head of Sales & Marketing.

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