

Imelda Labbé appointed as the new member of the Board of Management for Marketing, Sales and After-Sales at Volkswagen Passenger Cars



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BY [VOLKSWAGEN](#)

Thomas Schäfer, Volkswagen's Chief Operating Officer: "I am delighted to have Imelda Labbé on board – an automotive and sales expert with a proven track record. She will be tasked with focusing the Sales, Marketing and Service functions of the Volkswagen brand systematically on our customers' needs in the digitalization era. Our goal is to position Volkswagen as an appealing brand with first-rate products and services. I firmly believe that Imelda Labbé and her team will rise to the challenge and wish her every success in this endeavor."

Hildegard Wortmann, member of the Group Board of Management with responsibility for Sales: "The Sales function plays a crucial role in our transformation to NEW AUTO. Our Group brands will take the customer experience to the next level with their digital ecosystems and new business models. I am very happy that Imelda Labbé will spearhead this transformation at our core brand Volkswagen."

Imelda Labbé has over 35 years of experience in the global automotive industry. She held international management positions at Opel and General Motors (GM) from 1986 until 2013, including as head of quality management at Opel's plant in Antwerp and as head of sales at Opel for the German market. She joined the Volkswagen Group in 2013 to take up the post of Spokeswoman for the Board of Directors of ŠKODA AUTO Germany. In summer 2016, she took over as Head of Group After-Sales for the Volkswagen Group and most recently held the position of Head of Business Development at Volkswagen AG. Ms. Labbé has acted as Spokeswoman for the Board of Directors of Volkswagen OTLG since March 2022. An economist,

she holds a Master of Science in Management from Stanford University.

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