Nelly Kennedy named new Chief Marketing Officer at Volkswagen

PUBLISHED NOV 7, 2022
BY VOLKSWAGEN



Nelly Kennedy has been appointed new Chief Marketing Officer (CMO) at the Volkswagen Passenger Cars brand from mid-February 2023. In this role, she succeeds Jochen Sengpiehl, who has moved to Volkswagen Group China as CMO. Kennedy is currently Senior Global Brand Marketing Director at Google in California. She is an acknowledged digital expert and has decades of experience in brand marketing.

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Consumption data: ID. Buzz Pro – power consumption in kWh/100 km: combined 21.7–20.5 (WLTP); CO_2 emissions in g/km: 0; Only consumption and emission values in accordance with WLTP and not in accordance with NEDC are available for the vehicle.

Press release distributed by Wire Association on behalf of Volkswagen, on Nov 7, 2022. For more information subscribe and follow us.

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