

Nelly Kennedy named new Chief Marketing Officer at Volkswagen



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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); CO₂ 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.

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Press Contacts

1. **dfgdfggd**

fdfds

dfgdfgdfg@gmail.com

32443432

<p>fsdsdfsfd</p>

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Primary Email: kundenbetreuung@volkswagen.de

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