

Steffen Cost

Experienced automotive leader with a strong background in renowned car manufacturers like Kia, Nissan, and Renault. Chief Commercial Officer (CCO) at Great Wall Motor (GWM), leading the operational business in the European headquarters.

Summary

More than 25 years of leadership experience across major commercial disciplines such as sales, aftersales, dealer development and country management. Cross-cultural experience in multinational companies.



Work Experience

Great Wall Motor Germany GmbH

Chief Commercial Officer (CCO)
June 1, 2023 - Present (5 months)
Munich, Germany

Kia Europe

Vice President of Operations
July 2021 - June 2023 (1 year, 11 months)
Managing Director, Germany
March 2015 - July 2021 (5 years, 8 months)
Frankfurt am Main, Germany

Nissan DACH

Sales Director, Nissan Center Europe GmbH
October 2009 - March 2015 (5 years, 5 months)
Mannheim, Germany

Renault

Sales Director, Renault and Dacia regional business
2006 - 2009 (3 years)
Mannheim, Germany
Head of Strategy and Marketing, parts and accessories
2005 - 2006 (1 year)
Paris, France

Managing Director and Marketing Director, Sodicom Distribution GmbH

2002 - 2005 (3 years)

Cologne, Germany

Department Manager: Information, technology, warranty and customer care

1995 - 2002 (7 years)

Brühl, Germany

Education

Technical University of Darmstadt

Bachelor's degree in mechanical engineering

(1991 - 1995)

Languages

German, English, French