

Thiemo Jahnke

Passionate about marketing strategy, product planning, public relations and challenger brand development.

Summary

20+ years of international and intercultural experience in the automotive industry, with a profound interdisciplinary understanding of market dynamics and performance drivers.



Work Experience

Great Wall Motor Deutschland GmbH

Marketing & PR Director, Europe
Sep 2022 - Present (1 year, 3 months)
Munich, Germany

Kia Deutschland GmbH

Marketing Director
Nov 2017 - Aug 2022 (4 years, 10 months)
Frankfurt am Main, Germany

Nissan Center Europe

Marketing Director
Sep 2014 - Oct 2017 (3 years, 2 months)
Cologne Area, Germany

Kia Motors Europe

General Manager Brand Management & Communications
Apr 2010 - Jul 2014 (4 years, 4 months)
Advertising Manager
Jul 2007 - Mar 2010 (2 years, 9 months)
Frankfurt am Main, Germany

Honda Motor Europe (North)

Head of Advertising Germany (car division)
Dec 2006 - Jun 2007 (7 months)
Head of Advertising (motorcycle division)
Dec 2004 - Nov 2006 (2 years)

Trainee Sales & Marketing / Motorcycle Advertising Project Leader
Oct 2001 - Nov 2004 (3 years, 2 months)
Offenbach, Germany

BMW Group

Market, Product and Price Strategy Intern
July 2000 - Jan 2001 (7 months)
Munich, Germany

Education

Middlesex University
B.A. (Honours), International Management
1999 - 2001 (2 years)

ESB Reutlingen (European School of business)
B.A., Business Administration
1997 - 1999 (2 years)

Languages

German, English (professional proficiency)
French, Spanish (elementary proficiency)