



Fermín Soneira Santos

Head of Product Marketing

Fermín Soneira Santos was born on July 7, 1972, in Gijón, Spain.

He studied at the Universidad de Oviedo and Osnabrück University of Applied Sciences and obtained a Master's degree in Mechanical Engineering and Automotive Engineering in 1998. He then began his professional career at AUDI AG in Chassis Development. In 2002 he moved to SEAT, where he was responsible for various functions over the next twelve years. Among other things, he was in charge of the chassis and total vehicle development for all SEAT models.

He returned to AUDI AG in 2014 and took over product strategy and brand positioning for full-size models. In addition, he directed the powertrain, CO₂ and electrification strategy for all Audi models.

Fermín Soneira Santos has been Head of Product Marketing at AUDI AG since July 1, 2016.