



Sven Schuwirth

Head of Brand Audi, Digital Business and Customer Experience

Sven Schuwirth was born on December 28, 1972 in Pfullendorf. After studying business management and engineering at the Technical University of Berlin and the Haas School of Business at the University of California in Berkeley, he started his career at AUDI AG in 1999.

In 2004, he was appointed Head of Brand Development and Corporate Identity. In his position as Head of Brand Strategy, he was responsible for product, portfolio and communication strategy as of 2008. From 2009 to 2016, Schuwirth was Head of Brand Development and Digitalization. After that, he was responsible for Digital Business at AUDI AG.

In 2018, Sven Schuwirth moved to BMW AG as Head of Brand BMW.

At the beginning of 2019, he returned to AUDI AG to take charge of the newly established “Brand Audi, Digital Business and Customer Experience” division.