



## **Dr. Christiane Erika Zorn**

### **Senior Director Sales China / Hongkong**

Dr. Christiane Erika Zorn was born in Heilbronn on April 23, 1981.

She studied business administration as part of a double master's degree program (business graduate / master degree) at the Friedrich-Alexander University Erlangen-Nuremberg and the French EM Lyon Ecole de Management, with the focus areas controlling, strategic management and marketing.

Her career began in 2007 with the Boston Consulting Group, where she worked as a consultant for the automotive industry as well as a mentor and recruiter. In parallel she was completing her doctorate.

Christiane Zorn joined the BMW Group in Munich in 2013 and was responsible for the Product and Launch Management of the BMW 1 Sedan for the Chinese market. In 2015 she became Head of Product Management in China for the compact segment of BMW. In 2016, Christiane Zorn moved to Beijing, China, as head of controlling BMW sales region China (incl. Hongkong/Macao and Taiwan) until end of 2019.

In addition to her professional career, Christiane Zorn is involved in various areas and especially focuses on strengthening German-Chinese relations.

As of March 1, 2020, Dr. Christiane Zorn joined AUDI AG as Senior Director Sales China / Hongkong.