



Dr. Christiane Zorn

Head of Product Marketing AUDI AG

Dr. Christiane 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-Munich and the French EM Lyon Ecole de Management, with a focus on controlling, strategic management and marketing.

Her career began in 2007 with the Boston Consulting Group, where she worked as a consultant to the automotive industry as well as a mentor and recruiter while at the same time completing her doctorate.

Zorn joined the BMW Group in Munich in 2013 and, as Product and Launch Manager, answered for BMW 1 Sedan for the Chinese market. Starting 2015 she assumed responsibility for product management in China for the compact segment. A year later she took over controlling department for China (incl. Hongkong/Macao and Taiwan) in the at the Beijing site until end of 2019.

In addition to her professional career, Zorn was involved in various areas. Here, too, she focuses on strengthening German-Chinese relations.

Initially, Dr. Christiane Zorn was Head of Sales China / Hongkong for the Four Rings starting March 1st 2020.

Since September 1st 2020, Christiane Zorn has been Head of Product Marketing at AUDI AG.