



## **Dr. Michael Kranz**

### **Head of Digital Experience and Business**

Dr. Michael Kranz was born in 1962 in Bünde/Westphalia. He graduated in computer science from the University of Karlsruhe in 1989 and completed his doctorate (Dr.-Ing) in mechanical engineering at the Technical University of Munich in 1995.

He started his professional career in 1996 at LuK GmbH & Co. (now Schaeffler Group), initially as IT Project Manager. In 1998, he took over in charge of IT at the location in Bühl where he was responsible most recently for global IT.

In 2004, he moved to Kronos AG in Neutraubling where he was the divisional head for information management. In this capacity he implemented innovative infrastructure projects and customer-oriented process optimizations.

In October 2011, he moved to thyssenkrupp AG where he took up the position of Chief Information Officer of the Business Area Steel Europe. In his most recent position as Head of Digital Solutions, he successfully united the IT and digital strategies of the steel division.

Since July 2021, Michael Kranz has been responsible for Digital Experience/Business in the Sales and Marketing division at AUDI AG.