



Transformation leader; former board member of Jaguar Land Rover, CEO Europe of Porsche

Felix Bräutigam

Felix Bräutigam is one of the most prominent strategists in the European automotive industry. As a former member of the Executive Board of Jaguar Land Rover (JLR) and former CEO Europe of Porsche, he combines a consistent focus on results with a deep understanding of how brand strength, customer experience, and profitability fuel each other, rather than excluding each other. His focus: sustainably increasing corporate value by clearly aligning strategy, brand, and commercial excellence. Felix Bräutigam Lecture topics Profit & Brand: The supposed contradiction is a competitive advantage. How companies can simultaneously increase margins, desirability, and customer proximity – and which...

Topics

- Asia / China
- Branding
- Change Management
- Crisis Management
- Digital Transformation / Digital Disruption
- Energy / Mobility
- Europe
- European Union / Brexit

Languages

- English
- French
- German

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