

Dr. Manfred Bräunl

24/09/2025 Chief Executive Officer
Porsche Middle East and Africa

Dr. Manfred Bräunl was appointed as Chief Executive Officer at Porsche Middle East and Africa FZE in 2019. In this role he is leading Porsche's regional office in Dubai, UAE that is responsible for the entire operations across 16 markets and 15 countries in the GCC, Levant, Africa and India.

Prior to his role in Dubai, Bräunl was Vice President, Marketing at Porsche China for five years, based in Shanghai, China.

Before joining Porsche, Bräunl was Global Marketing Director for Maserati global headquarters in Modena, Italy, and held various senior management positions at BMW in the areas of Finance, Sales and Marketing in both Germany and Canada.

Bräunl holds both German and Canadian citizenship. He obtained a PhD in Business Administration from University Mannheim, Germany in 2010 and is an official Guest Professor at Tongji University Shanghai/China since 2017.

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