

Bernd Rosenbichler

CHIEF EXECUTIVE · STRATEGIC LEADER · BRAND ARCHITECT

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 Austrian National · b. 8 March 1974

Senior automotive executive with 25 years of leadership across BMW Group, Audi, and Ford — spanning global brand portfolio strategy, regional general management in China and the Middle East, and independent advisory to some of the world's most demanding brands. Brings a rare cross-industry advantage: *parallel senior leadership in automotive and healthcare gives a pattern-recognition capability across two industries undergoing simultaneous, radical transformation.* Independent, operationally grounded, and brave enough to tell you what others won't.

25

YEARS SENIOR
EXECUTIVE

3 CONTINENTS

13 MARKETS · P&L

2 INDUSTRIES

PROFESSIONAL EXPERIENCE

BRAVE2CHANGE

Founder & Managing Director — *Strategic Advisory & Consultant*

Jul 2023 — Present
Munich, Germany

- Strategic advisor, consultant and interim leader for leading automotive, mobility and adjacent organisations — brand strategy, portfolio positioning, market entry consulting with direct operational involvement.
- Clients include **Lamborghini, Rimac, Maserati, Public Investment Fund (Saudi Arabia), Mercedes-Benz** and the **German Olympic Sports Association (DOSB)**.
- Concurrently serving as Operating Partner at **Copula Ventures** (Vienna) and **Laboratory Sports** (Munich), and as Strategic Advisor at **Novus GmbH** (2-wheel e-mobility).

BMW GROUP

Vice President — *Brand Portfolio Strategy, Market Research & Competitive Intelligence*

Apr 2015 — Sep 2021
Munich, Germany

- Full strategic ownership of brand portfolio architecture across all BMW Group brands — BMW, MINI, Rolls-

Royce, BMW Motorrad, and emerging mobility brands — at a moment of historic disruption.

- Developed the group's first systematic brand portfolio framework; established measurement systems and governance processes for managing multi-brand strategic coherence.
- Designed and deployed a group-wide data strategy; developed **AI models** to augment strategic decision-making across the portfolio.
- Member of the **BMW Group Senior Executive Forum (OFK)** — the top leadership layer of the organisation.

AUDI AG

Vice President — *Global Brand Strategy, Product Strategy & Market Research* Feb 2011 — Apr 2014
Ingolstadt, Germany

- Led Audi's global brand strategy including Corporate Identity/Design governance across all markets.
- Responsible for early-phase product strategy — translating commercial market requirements into product planning inputs for future model generations.
- Founded and led **Innovation Research Offices in San Francisco and Beijing** as part of Audi's innovation strategy — a first for the company.

AUDI FAW-VW

Vice President — *Marketing China* Feb 2010 — Jan 2011
Changchun / Beijing, China

- Led the marketing function of the Audi joint venture in China — the world's largest and most strategically critical Audi market.
- Major model launches including Q5 CKD and A3, delivering record sales performance and measurable increases in brand awareness and customer satisfaction.

AUDI MIDDLE EAST

Deputy Managing Director · *Director Marketing & PR* Jun 2006 — Mar 2009
Dubai, UAE — 13 Markets

- Regional strategic accountability for 13 markets across two geographic clusters; full responsibility for marketing, PR, CRM, product management, sales training, and dealer quality.
- **Brand awareness doubled. Quattro volume doubled. Total market volume more than doubled.**

AUDI AG

Principal, Audi Consulting · Assistant to Board Member · Strategic Product Planning · eCommerce Aug 2001 — May 2006
Apr 2009 — Jan 2010
Ingolstadt, Germany

- Progressive seniority across strategic product planning, eCommerce, board-level assistance, and internal consulting — building complete command of the Audi system from the ground up.

FORD WERKE AG

Management Trainee & Fleet Strategy Specialist Oct 1999 — Jul 2001
Cologne, Germany

ENTREPRENEURIAL LEADERSHIP — HEALTHCARE & RARE DISEASE

This chapter is not a detour. It is proof of the single most relevant executive capability: the ability to build institutional impact from nothing, under genuine adversity, without the resources most leaders take for granted.

BRANEWO GUG · BEN'S ART UG · ALSTRÖM SYNDROM E.V. — FOUNDER / MANAGING DIRECTOR / BOARD MEMBER · SEP 2021 — PRESENT

- Founded and led three organisations — a **nonprofit** (Branewo gUG), a **social enterprise** (Ben's Art UG), and a **patient association** (Alström Syndrom e.V., 180+ members across Europe) — in response to his son's diagnosis with Alström syndrome, an ultra-rare disease affecting fewer than 1,500 people globally.
- Built an advocacy and scientific network from zero: partnerships with the **Eva Luise & Horst Köhler Foundation for Rare Diseases, Charité Berlin, European Reference Networks, Rhythm Pharmaceuticals**, and AdipoPharma; direct engagement with **Pfizer CEO Albert Bourla** on research funding.
- Generated **€100,000+ in fundraising**; initiated nationwide petition; earned coverage in **FAZ and international media** (UK, US, AT, CH) without agency support.
- Developed the "Rare x Rare = Aware" awareness framework; led the AstOn Tour model reaching **3,000+ visitors** at Lake Como.
- Advisory board member: **Data Saves Lives, LoudRare, Pfizer Global Advisory Board.**

ADVISORY & BOARD MANDATES

<p>COPULA VENTURES Operating Partner · Vienna</p>	<p>LABORATORY SPORTS Operating Partner · Munich</p>	<p>PFIZER (UNITL 12/25) Global Advisory Board Member</p>
<p>ALSTRÖM EUROPE Board Member</p>	<p>LOUDRARE Advisory Board Member</p>	<p>WU WIEN Teaching · since 2017</p>

EDUCATION & DEVELOPMENT

Wirtschaftsuniversität Wien
Business Administration · Vienna, Austria

University of Illinois, Urbana-Champaign
International Study Programme · USA

LANGUAGES

German	Native
English	Business fluent

BMW Group — OFK Programme

Member, Senior Executive Forum · Top Leadership Tier

Audi AG — Leadership Excellence Programme

2012 / 2013

SPEAKING

WHS Berlin · WODC Barcelona · Hauptstadtkongress Berlin

French

Working knowledge

MEDIA COVERAGE

FAZ · Münchner Merkur · International automotive and healthcare press (UK, US, AT, CH)

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