

## Kontakt

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## Top-Kenntnisse

Strategisches Management  
Unternehmensstrategie  
Business Strategy

# Dr. Christian Knörle

Head of Company Building bei Porsche Digital / FWRD31  
Metropolregion Berlin/Brandenburg

## Zusammenfassung

Industrial Expertise in: Automotive

### (1) Business Building:

Business Model Design, Innovation Strategy, Venture-Building,  
Venture Investment, Startup-Collaboration

### (2) Corporate Strategy:

Strategic Management, Organizational Design, Efficiency Program,  
Growth Strategy, BRIC, Emerging Markets, KPIs

### (3) Marketing & Sales:

Brand Strategy, Multi-Brand Strategy, Quantitative and Qualitative  
Market Research, Customer Segmentation, Automotive Retail  
Experience

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## Berufserfahrung

Porsche

6 Jahre 6 Monate

Head of Company Building / FWRD31

November 2019 - Present (2 Jahre 6 Monate)

Project Leader Strategy & Innovation

Juli 2017 - Oktober 2019 (2 Jahre 4 Monate)

Project Leader Corporate Strategy

November 2015 - Juni 2017 (1 Jahr 8 Monate)

ESCH. The Brand Consultants GmbH

Senior Manager

2013 - 2015 (2 Jahre)

Daimler AG

Project Manager - Global Trucks Strategy & Multi-Brand Management

2011 - 2013 (2 Jahre)

Stuttgart

ESCH. The Brand Consultants GmbH

Senior Consultant

2006 - 2011 (5 Jahre)

Düsseldorf

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## Ausbildung

Justus-Liebig-Universität Giessen

Dr., Wirtschaftswissenschaften · (2006 - 2010)

Justus-Liebig-Universität Giessen

Diplom, Wirtschaftswissenschaften · (2000 - 2006)