

Dr. Stephan Wöllenstein

CEO, Volkswagen Group China

Member of the Board of Management of the Volkswagen Passenger Cars brand

CEO, Volkswagen China Passenger Cars Brand



On November 16, 2018, Dr. Stephan Wöllenstein was appointed CEO of Volkswagen Group China, effective mid-January, 2019. He has been appointed to Member of the Board of Management of the Volkswagen Passenger Cars brand effective February 1, 2019. His leadership at Volkswagen Passenger Cars Brand for China and all associated activities remain unchanged.

Since August 2016, Dr. Stephan Wöllenstein has served as CEO of the Volkswagen Passenger Cars Brand for China and Executive Vice President at Volkswagen (China) Investment Co. Ltd.

Wöllenstein joined Volkswagen in 1995 and has gained rich experience across branding, sales, marketing and product management at a strategic level.

From 2012 to 2016, Wöllenstein served as Executive Vice President at FAW-Volkswagen and Managing Director of the Volkswagen brand at FAW-Volkswagen.

From 2007 to 2012, he held multiple positions in business development and product management at Volkswagen AG in Germany.

From 2004 to 2007, Wöllenstein served as Executive Director Sales & Marketing for SAIC Volkswagen, and Deputy Managing Director of SAIC-Volkswagen Sales Company. This was followed by a 4-month stint at Volkswagen Group China as Vice President Sales & Marketing for the Volkswagen brand, to design and implement a new country strategy.

From 1995 to 2003, Wöllenstein took on management roles in marketing and sales in Volkswagen brand in European regions.

In 1988, Wöllenstein graduated in economics and business administration from the Universities of Wuppertal and Münster. From 1989 to 1994, he worked as an assistant professor at the Westfälische Wilhelms University in Münster. As he obtained his PhD, he undertook marketing projects in the automotive, retail and travel industries.

Wöllenstein is married and has two daughters.