



Kjell Gruner

16/07/2019 All information about the President and Chief Executive Officer of Porsche Cars North America can be found [here](#).

Dr. Kjell Gruner is President and CEO of Porsche Cars North America, Inc. (PCNA), where he is responsible for the United States. He also oversees Porsche Cars Canada, Ltd. and Porsche Digital, Inc., the sports car manufacturer's digital subsidiary in the U.S.

Headquartered in Atlanta, PCNA is the exclusive importer of the Porsche 911, 718 Boxster and Cayman, Macan, Cayenne, Panamera and Taycan model lines. As President and CEO, Dr. Gruner oversees the supply and distribution of Porsche sports cars to the retail operations of 194 U.S. dealers through five U.S. ports of entry. Sales support, marketing, parts distribution, and other functions including sales and service training also fall within Dr. Gruner's areas of responsibility.

Dr. Gruner also leads new mobility programs under Porsche Drive; digital retail initiatives, such as Porsche Finder; and the immersive brand environments of the Porsche Experience Centers in Atlanta and Los Angeles. Each experience center combines public driver development tracks, Porsche heritage exhibits and fine dining. The PEC Atlanta also houses the North American corporate headquarters of

PCNA and other Porsche U.S. entities, while the PEC LA is home to Porsche Motorsport North America.

Prior to joining PCNA, Dr. Gruner served as Global Vice President Marketing and Chief Marketing Officer for Porsche AG in Stuttgart. In this role, he contributed significantly to the ongoing development of the global Porsche brand and drove sustainable innovations in strategy development. He has also been CEO of Porsche Smart Mobility GmbH.

Dr. Gruner first joined Porsche in 1999 as a Senior Manager in Marketing, Planning and Strategy, after beginning his career at Boston Consulting Group. In 2004, he joined Daimler AG, most recently as Director Strategy Mercedes-Benz Cars, before returning to Porsche AG in 2010 as CMO.

Dr. Gruner studied Industrial Engineering and Marketing in Germany and the United States.

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