

## Martina Biene, new head of the Volkswagen SA brand

Martina Biene has been appointed the new Head of the Volkswagen brand in South Africa, effective 1 October 2018.



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Martina Biene, who was previously the head of product marketing for the Volkswagen brand in Wolfsburg, will be responsible for the Volkswagen brand in the South African market.

Biene has 16 years of experience in the Volkswagen Group, having worked in product planning and product marketing for luxury vehicles and the Volkswagen Brand, both in Germany, Belgium and Luxembourg.

Biene replaces Carla Wentzel who has been appointed as the group managing director of Volkswagen Group Ireland, which represents the Volkswagen, Audi, SEAT, Skoda and Volkswagen Commercial brands in the Irish market.

Prior to leading the Volkswagen Brand, Wentzel was in a group role that included accountability for planning and logistics,

IT, marketing research, dealer training and customer centricity programme.

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