

AUTOMOTIVE

Rolls-Royce keeps its new hire within the BMW family

March 8, 2018



Rolls-Royce hires new director of sales and marketing, Henrik Wilhelmsmeyer. Image credit: Rolls-Royce.

By STAFF REPORTS

British automaker Rolls-Royce has looked into its own pool of talent with a new director of sales and marketing.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

Henrik Wilhelmsmeyer, previously the director for the China region of Rolls-Royce, will be taking on the role of the brand's director of sales and marketing. The position is a significant role as the company's eponymous founder previously held the job.

Keeping it in the family

Rolls-Royce's decision was influenced by Mr. Wilhelmsmeyer's ability to significantly expand the British brand into the China market.

The new executive will begin his position at the BMW Group brand starting April 3.

While he had served as the director for China, Mr. Wilhelmsmeyer has also held a number of esteemed positions within the Rolls-Royce business. He worked in departments such as sales and logistics, vehicle overseas distribution, dealer development and operations.

The Rolls-Royce exec began his China career in 2006, when he moved there to become the senior manager for sales operations and regional steering. Two years later he was promoted to head of dealer developments, and then he was named head of BMW region South China in 2010.

In 2014, he became head of Mini for Asia, Pacific, South Africa and importer regions as part of the BMW Group, a position he currently holds and will be leaving to rejoin Rolls-Royce.

Mr. Wilhelmsmeyer returns to his home country of Germany, where he studied higher education at the University of Applied Science in Lahr.

"I am delighted to welcome Henrik Wilhelmsmeyer as our new director of sales and marketing," said Torsten Müller-Ötvös, chief executive officer at Rolls-Royce Motor Cars, in a statement. "Henrik has an exceptional track record and unique first-hand understanding of the global luxury business."

“He follows in the esteemed footsteps of the company’s founding father and first director of sales, Charles Rolls.”



Rolls-Royce apprentice program. Image credit: Rolls-Royce.

Rolls-Royce is often looking to foster a long relationship with its team members and recruiting talent early on. The brand recently opened its apprenticeship program up to a record 24 candidates this year.

Begun in 2006, the Rolls-Royce Apprenticeship Programme lets participants work beside staff at the brand’s headquarters in Goodwood, West Sussex, providing hands-on experience in fields such as woodworking and engineering. Of the total 140 apprentices who have joined Rolls-Royce over the years, many have become full-time employees and leaders within the company ([see more](#)).

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.