

AUTOMOTIVE

Mercedes-Benz's Bettina Fetzer: Luxury Woman to Watch 2020

November 6, 2019



Bettina Fetzer was named the global head of marketing at Mercedes-Benz in 2018. Image credit: Mercedes-Benz

By STAFF REPORTS

Luxury Daily annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Here is one honoree:

Bettina Fetzer, global head of marketing, [Mercedes-Benz](#)

"I am striving to stay authentic, to continuously provide orientation, to inspire and to empower my team"

What do you most like about your job?

I am lucky to work with a great team and empower people to break new ground to deliver outstanding brand experiences for our Mercedes-Benz customers and fans.

Working in a constantly evolving environment is exciting and I am happy to be part of this transformation.

No two days at the office are alike and we are jointly shaping the future of mobility I think that's a pretty cool job.

What is the biggest challenge in your work?

Keeping pace in an environment that is constantly evolving, especially in IT and data while focusing on what matters most: the team, a great culture and the needs of our customers.

What is your work priority for 2020?

Amongst others, I am striving to stay authentic, to continuously provide orientation, to inspire and to empower my team.

At the same time, I want to be a role model for working parents who strive to balance a career with family life.

What is your proudest achievement in luxury?

Time with my family.

How do you see luxury evolving in 2020?

I would love to see a growing trend towards sustainable luxury. This is what we at Mercedes-Benz are working on.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.