

AUTOMOTIVE

Porsche launches Digital Campus' concept

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The automaker's holding company is engaging its digital unit for the launch of a professional development program. Image credit: Porsche AG

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is uniting two corporate divisions in the interest of fueling innovation.

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The automaker's holding company is engaging its digital unit for the launch of a professional development program. Honing in on the next generation, budding talents involved with artificial intelligence, data analytics and software technologies will receive career-defining support via Porsche Digital Campus.

"We are a highly attractive employer for tech experts," said Andreas Haffner, member of the executive board for human resources and social affairs at **Porsche AG**, in a statement.

"With the Porsche Digital Campus, we will support current and potential employees in their individual development and thus also strengthen our long-term innovative power."

Innovation in action

Global in scope, Porsche AG's project deals with digital capabilities, though its various mentoring programs, seminars, specialist lectures and training sessions will occur on-site at the Innovation Park Artificial Intelligence (Ipai) center in Heilbronn, Germany.

Commissioned by the Ipai Consortium, members of which include the city of Heilbronn, German nonprofit Dieter Schwarz Foundation and Europe's largest retailer, Schwarz Group, the start-up innovation center's development is currently in progress.



The start-up innovation center's development is currently in progress. Image credit: Porsche AG

Between opportunities to intern, participate in hackathons or occupy doctoral positions, Porsche Digital Campus lends a number of resources to students and young professionals, filling the overarching organization's talent pipeline in the process, in partnership with universities and alike institutions.

Aimed at assisting an up-and-coming cohort with furthering their careers, Porsche's concept immerses those admitted into the worlds of business and science studies, with future plans for expansion targeting additional locations in Europe, and a minimum of one location in both North America and Asia, respectively.

Founded in 2016 ([see story](#)), Porsche Digital GmbH continues living up to its mission of finding and scaling new digital business models.

"Building a global community of experts and ambitious young professionals allows product innovations and new business models to be created through technology transfer," said Matthias Ulbrich, CEO of Porsche Digital GmbH and CIO of Porsche AG, in a statement.

"This will strengthen Porsche's position as a digital innovation driver," Mr. Ulbrich said. "In addition, Porsche Digital is present in relevant startup ecosystems worldwide and provides a bridge for talent to Porsche with a focus on digital, connected and innovative products and services."

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