

COMMERCE

Timo Resch appointed president, CEO of Porsche Cars North America

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Effective November 2023, Timo Resch is named president and CEO of Porsche Cars North America. Image credit: Porsche

By LUXURY DAILY NEWS SERVICE

German automaker Porsche is welcoming a former team member back into the fold.

Effective November 2023, Timo Resch is named president and CEO of Porsche Cars North America (PCNA), returning to the company with which he began his career. Following subsequent stints at German automakers Audi and BMW, Mr. Resch now brings his talents to the C-suite as former PCNA president and CEO Kjell Gruner departs for American electric vehicle manufacturer Rivian Automotive.

"We are delighted to welcome Timo Resch back to Porsche and to one of our most important regions," said Detlev von Platen, member of the executive board for sales and marketing at [Porsche AG](#), in a statement.

"He is already very well acquainted with Porsche and the U.S. market," Mr. von Platen said. "With the expertise that he brings from his previous positions, he will further strengthen the Porsche brand presence in North America and provide important impetus for future development."

Mr. Resch returns

This month's announcement marks a reunion between Porsche and its newly installed chief executive.

Before landing at BMW, the site of his most recent role, Mr. Resch remained with his company of origin for just over a decade, beginning his ascent through its corporate ranks as a student with Porsche in Zuffenhausen, according to a statement.



Porsche procured a record amount of retail deliveries in North America in 2022. Image courtesy of Porsche

From 2007 to 2009, the marketing mind helmed PCNA's Product Planning and Market Research unit before departing for other leadership opportunities, taking on titles such as director, product marketing markets, pricing, launch at Audi and vice president of product management, grand series at BMW Group.

Most recently, Mr. Resch served as vice president of customer, brand and sales at BMW M, the car manufacturer's motorsports subsidiary.

Executive vice president and chief financial officer Thierry Kartochian, and executive vice president and chief operating officer Joe Lawrence will lead the operational management of Porsche Cars North America on an interim basis until Mr. Resch's official start date.

The news arrives as Porsche heads toward a three-year U.S. sales high, delivering 70,065 cars in 2022, surpassing the prior year's retail record ([see story](#)) and, this summer, opening America's first custom "Studio" concept shop in Portland, Oregon ([see story](#)), showing continued signs of market growth.

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