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Curriculum Vitae

Imelda Labbé

Member of the Board of Management of the Volkswagen Brand responsible for "Sales, Marketing and After Sales"



Imelda Labbé became the Board Member for Sales, Marketing and After Sales at Volkswagen Passenger Cars on July 1, 2022.

She was born in 1967 in Steinfeld/Pfalz, a town in southwestern Germany not far from the French border.

She studied business administration at the University of Mannheim and earned a master's of degree in management at Stanford University.

Imelda Labbé held international management positions at Opel and General Motors from 1986 until 2013, including head of quality management at Opel's plant in Antwerp and head of sales at Opel for the German market.

In 2013, she became the Spokeswoman for the Board of Directors of ŠKODA AUTO Germany in the Volkswagen Group and subsequently held a number of other international management positions. Since 2016, Imelda Labbé has overseen the global after-sales business activities of the Volkswagen Group and most recently served as Spokeswoman for the Board of Directors of Volkswagen OTLG.

Media contact



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The Volkswagen Passenger Cars brand is present in more than 150 markets worldwide and produces vehicles at more than 30 locations in 13 countries. Volkswagen delivered around 4.9 million vehicles in 2021. These include bestsellers such as the Golf, Tiguan, Jetta or Passat as well as the fully electric successful models ID.3 and ID.4. Around 184,000 people currently work at Volkswagen worldwide. In addition, there are more than 10,000 trading companies and service partners with 86,000 employees. With its ACCELERATE strategy, Volkswagen is consistently advancing its further development into a software-oriented mobility provider.
