

Media Information



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Curriculum vitae Christine Wolburg

Chief Brand Officer



Christine Wolburg

Christine Wolburg studied business administration in Aschaffenburg, Germany, majoring in marketing. On completing her degree in 2004, she began her career at Mercedes-Benz, working in product management for the Smart brand and building up extensive experience in sales and marketing within the group. Starting in 2016, Wolburg managed product communication for Mercedes-

Benz Passenger Cars and Smart in Germany for nearly five years. She joined Berliner Verkehrsbetriebe in 2021 as Head of Sales & Marketing.

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The Volkswagen Passenger Cars brand has a global presence and produces vehicles at 28 locations in 12 countries. In 2025, Volkswagen delivered about 4.7 million cars. These include bestsellers such as the Polo, T-Roc, T-Cross, Golf, Tiguan and Passat as well as the successful all-electric models of the ID. family. Last year, the company handed over around 382,000 all-electric vehicles to customers worldwide. About 170,000 people currently work at Volkswagen around the world. With its "BOOST 2030" strategy, the company is consistently driving forward its development into the most desirable brand for sustainable mobility.
