



Christian Marti

International Managing Director and Global Chief Commercial & Chief Revenue Officer

Munich, Germany

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Languages

English (Fluent)

French (Fluent)

German (Fluent)

Spanish (Work Proficiency)

About

Charismatic senior Executive Leader with experience in the automotive and E-Mobility space. Expert in building and expanding business units of established companies or start-ups from the ground up.

MY EXPERTISE LIES IN:

Corporate Strategy Corporate Finance M&A Start-up, Transformation & Turn-around Growth and Expansion Strategies Operational Excellence & Global Sales Leadership E-Mobility New Market Development P&L and Revenue Management Cross-functional Project Management Experience with SPAC and IPO Product Launch & Marketing Public Relations & Communication

BRANDS WORKED WITH

Fisker Inc

Sunseeker International Ltd

Aston Martin Lagonda Ltd

McLaren Automotive Ltd

Jaguar Land Rover

Renault

BMW Group

Experience

● Chief Commercial Officer

Fisker Inc | Apr 2020 - Now

SVP Europe and Middle East reporting directly to CEO & Founder Henrik Fisker. Responsible for P&L and the design and implementation of the Sales & Service strategy and the build-up of the European Management Team based out of Munich headquarter. Direct-to-Consumer, online based sales strategy supported by local experience and service centres in metropolitan areas. Additional after sales & logistics provided by best-in-class, professional 3rd party service providers. Launched and delivered Fisker Ocean in 10 European countries building a team from scratch to a headcount of 220 and generating 140 Mio Euro revenue in first 8 months of sales.

● Chief Executive Officer

Sunseeker International Ltd | Nov 2018 - Jul 2019

Responsible as CEO for 2.000 employees and a turnover of £ 320 Million. Executive Board Director of Sunseeker International.

Sunseeker International is a Chinese-owned British luxury motor yacht manufacturer based in Poole which has existed since 1969.

● Global Chief Sales Officer & Vice President

Aston Martin Lagonda Ltd | Jun 2013 - Oct 2018

Aston Martin Lagonda is a leading British independent manufacturer of luxury sports cars and grand tourers, with a global reputation for high quality and high-end products. I reported to the CEO as the Chief Sales Officer, driving the global commercial strategy.

Delivered the group's highest ever revenues of \$1.2 billion in 2017, an extraordinary 48% increase on the previous year's revenue

Oversaw the growth of revenue by 90% over 5 years since becoming Global Sales Director, seeing an incredible increase of the EBITDA by 300%

● Regional Director Europe

McLaren Automotive Ltd | Jan 2009 - Dec 2012

First employee of the European Region within McLaren Automotive. Start-up. Responsible for the recruitment and training of the European Management team and the launch of the European dealer network. Laid the foundation for a new Sales, After Sales, PR and Marketing organisation.



- **Managing Director Jaguar Land Rover Austria / China / France**

Jaguar Land Rover | Jan 2001 - Dec 2008

Managing Director Jaguar France (2006-2008)

General Manager and Founder Jaguar Land Rover China (2004-2005)

Managing Director Jaguar Land Rover Austria (2002-2004)

- **Director Product Marketing**

Renault | Jan 1998 - Dec 2001

Reported to the Marketing Director of Renault Germany, responsible for the newly created department "Premium Vehicles", representing 30.000 sales and generating revenue of 800 Million Euro.



- **Product Manager Special Products**

BMW Group | Jan 1993 - Dec 1998

Reported to the Product Director Special Vehicles, managing the development process of the BMW Z3 Roadster and the Z8 Roadster. Co-ordinated all global marketing activities. A member of the engineering team that worked on the development and the production of these products.

Education & Training

1990 - 1993 ● **ESCP Business School**
MBA,

1988 - 1990 ● **Technische Universität Berlin**
Management Engineering: Business,