

BMW Group

Corporate Communications

Claudia Braun

Head of Design Colour & Material

07 September 1977	Born in Nürtingen (Germany)
1984– 1988	Basic School, Nürtingen (Germany)
1988 -1997	Max-Planck-Gymnasium, Nürtingen (Germany)
1997 – 1998	Freie Kunstschule P.ART, Stuttgart (Germany)
1998 – 2004	Staatliche Akademie der Bildenden Künste, Stuttgart (Germany) Studies of textile design
2002 – 2004	smart gmbh, Sindelfingen (Germany) Internship, Student trainee and Diploma Thesis
2004 – 2005	Form3 (Germany) Designer CMF Design for smart gmbh
2005 – 2013	Porsche AG (Germany) Senior Designer CMF Design
2013 – 2015	Daimler AG: Mercedes-Benz Cars (Germany) Manager CMF Design, Creation Team
2015 – 2019	Daimler AG: Mercedes-Benz Cars, Mercedes-Maybach, AMG, Trucks, Vans and smart (Germany, China, U.S.A., Italy) Head of CMF Design
2019 – 2021	Volvo Cars and Polestar (Gothenburg, Sweden) Vice President CMF Design

2021	Rivian Automotive (Germany/California) Head of Color & Material Design
2022	McKinsey & Company (Germany/Europe) External Advisor to McKinsey
2022 - 2023	CLAUDIA BRAUN DESIGN STRATEGY BRAND (Germany/Europe) Founder & Creative Director
2023 - 2024	Konzepthaus Consulting GmbH Project manager
Since April 2024	BMW AG, Munich (Germany) Head of Design Colour & Material