

BMW Group

Corporate Communications

Maximilian Missoni

Head of Design BMW Midsize and Luxury Class, BMW ALPINA

28 June 1978	Born in Leoben (Austria)
1984 - 1988	Mariagruen Elementary School, Graz (Austria)
1988 -1996	BG/BRG Seebacher Gymnasium, Graz (Austria)
1996 - 2000	University of Art and Industrial Design, Linz (Austria) Industrial Design Studies
2000 - 2002	Royal College of Art, London (United Kingdom) Vehicle Design Studies, Master's Degree
2002 - 2006	Volkswagen, Wolfsburg (Germany) Exterior Designer
2006 - 2012	Volkswagen Group, Potsdam (Germany) Senior Exterior Designer
2012 - 2014	Volvo Cars, Gothenburg (Sweden) Chief Designer Exterior
2014 - 2020	Volvo Cars, Gothenburg (Sweden) Vice President Exterior Design
2018 - 2024	Polestar, Gothenburg (Sweden) Head of Design Member of the Executive Management Team
01 October 2024	BMW AG, Munich (Germany) Head of Design BMW Midsize and Luxury Class, BMW ALPINA