

JÖRG HEINERMANN



**Chairman of the Management Board, Mercedes-Benz Cars
Germany & Project Lead Europe Model D (2021-2025)
Member of the Supervisory Board, Mercedes-Benz Bank AG
(2021-2025)**

Jörg Heinermann shaped the development of Mercedes-Benz sales for more than three decades. As Chairman of the Management Board of Mercedes-Benz Sales Germany (MBVD) in Berlin, he was most recently responsible for the strategic realignment of the company's sales operations. In this role, he managed all sales and service activities for Mercedes-Benz passenger cars in the domestic German market and, as European Head of Project "Retail of the Future," oversaw the transformation of the European sales network towards a direct sales model.

Previously, Jörg Heinermann (born in 1965) headed the European after-sales business as well as Sales & Marketing for Mercedes-EQ and served as President & CEO of Mercedes-Benz in Portugal.

He began his career with Mercedes-Benz in 1993 in retail operations in Latin America. Following a number of management positions, he became a long-standing member of the Executive Management Board of Mercedes-Benz Passenger Cars Sales Germany from 2006 onward, where he was responsible, among other things, for the sales networks and performance management of the company-owned retail operations.

Between 2021 and the end of 2025, Heinermann also served on the Supervisory Board of Mercedes-Benz Bank AG and, from October 2020 until the end of 2025, as Chairman of the Board of the Laureus Sport for Good Foundation Germany, Austria.

After more than 30 years with Mercedes-Benz, Jörg Heinermann left the company at his own request at the end of 2025 and has been a member of the Development Council of ESMT Berlin since early 2026.