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## Media information

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NO. 38/2023

# Yvonne Bettkober to be Head of Organizational Development and Transformation for the Volkswagen Group

- **From April 2023, Yvonne Bettkober, previously General Manager Switzerland and Austria at Amazon Web Services, will hold global responsibility for Organizational Development and Transformation at Volkswagen AG.**
- **Board member Hauke Stars: “The Volkswagen Group is in a critical phase of its transformation. It is now a question of gearing up the organization globally for long-term success. Effective structures, processes and systems are the prerequisite for greater agility, speed and business value.”**
- **Chief Human Resources Officer Gunnar Kilian: “Yvonne Bettkober will enrich the team with her strategic vision and contribute strong impetus from the technology sector.”**

**Wolfsburg, March 6, 2023 – From April 1, 2023, Yvonne Bettkober will become the new Head of Organizational Development and Transformation for the Volkswagen Group. She will succeed Dr. Katharina Peterwerth, who left the company last year at her own request. Bettkober was previously General Manager Switzerland and Austria at Amazon Web Services. She is a transformation expert with a proven track record and has many years of experience in the areas of corporate development, strategic organizational design and digital business models. In her new function, Bettkober will report to Hauke Stars, Member of the Board of Management for IT and Organization.**



**Yvonne Bettkober to be new Head of Organizational Development and Transformation**

Hauke Stars, Member of the Board of Management for IT and Organization of Volkswagen AG: “The Volkswagen Group is in a critical phase of its transformation. It is now a question of gearing the organization globally on long-term success. Effective structures, processes and systems are the prerequisite for greater agility, speed and business value. I am pleased that, in Yvonne Bettkober, we were able to attract a transformation expert with a proven track record in the

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technology sector. With her international experience and solid understanding of customers' needs and business operations, she is the perfect choice for this challenging leadership role.”

“The successful further development of our organization is crucial for our long-term success. I am convinced that Yvonne Bettkober will enrich the team with her strategic vision and contribute strong impetus from the technology sector. This is shown by her wide-ranging experience, technical expertise and strength in evolving existing business models and organizations,” says Gunnar Kilian, Member of the Board of Management for Human Resources and Truck & Bus.

Bettkober has more than 20 years of international management experience. Over the past three and a half years at Amazon Web Services, she was General Manager with overall responsibility for establishing the new AWS business unit in Switzerland and Austria. Under her leadership, AWS recorded double-digit growth rates. Prior to joining Amazon Web Services, she spent 13 years at Microsoft. One of her roles there was as a member of the management of Microsoft Africa & Indian Ocean Islands, where she built a new regional structure, reorganized software marketing, and established new organizational structures and processes. Later, as a responsible member of the management team, she led the transformation of Microsoft Switzerland from product and license to service business, redesigning structures, processes, KPIs and incentive models. She then assumed responsibility for new business development and technical sales. Before working for Microsoft, she had various marketing roles at Tibco Software and TeleSensKSCL.

Yvonne Bettkober studied electrical and telecommunications engineering at the Technical University of Berlin. In addition, she holds an MBA from Warwick Business School. She has worked in more than 20 countries and speaks four languages.



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## About the Volkswagen Group:

The Volkswagen Group, with its headquarters in Wolfsburg, is one of the world's leading automobile manufacturers and the largest carmaker in Europe. The Group comprises ten core brands from seven European countries: Volkswagen Passenger Cars, Audi, SEAT, CUPRA, ŠKODA, Bentley, Lamborghini, Porsche, Ducati and Volkswagen Commercial Vehicles. The passenger car portfolio ranges from small cars all the way to luxury-class vehicles. Ducati offers motorcycles. In the light and heavy commercial vehicles sector, the products range from pick-ups to buses and heavy trucks. Every weekday, 672.800 employees around the globe are involved in vehicle-related services or work in other areas of business. The Volkswagen Group sells its vehicles in 153 countries. In 2021, the total number of vehicles delivered to customers by the Group globally was 8.9 million (2020: 9.3 million). Group sales revenue in 2021 totaled EUR 250.2 billion (2020: EUR 222.9 billion). Earnings after tax in 2021 amounted to EUR 15.4 billion (2020: EUR 8.8 billion).

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