

MEMBER OF MANAGEMENT BOARD / HEAD OF BUSINESS AREA CUSTOMER EXPERIENCE

## JULIA AHLERS

### Professional Background

- IT-Studies at Technischen Universität Berlin (Technical University of Berlin)
- Masters in General Management, Steinbeis Hochschule (Steinbeis College) and Daimler AG
- Co-Author 'Entrepreneurship –Starting a business in information era' Malek/Ibach/Ahlers
- Self-employment (Consulting: Business Concepts/ Interaction Concepts)
- Project Manager and other executive positions, Carmeq GmbH (A Volkswagen Company)
- Head of User Experience und Service Design| Digital und New Business, Volkswagen AG
- Head of Customer Experience Strategy, Volkswagen AG
- Head of Business Area Customer Experience, T-Systems Multimedia Solutions GmbH, Member of Management Board, T-Systems Multimedia Solutions GmbH