



Hildegard Wortmann, BMW's former head of brand and product management, may be heading to Audi.

If press reports to that effect come true, Wortmann would strengthen new Audi CEO Bram Schot's management team at a time when the brand is falling behind rivals Mercedes-Benz and BMW in the race to be the global luxury-car leader. Wortmann was a contender to replace BMW's long-serving sales chief Ian Robertson when he retired in 2017.

During a career with BMW spanning nearly two decades, she oversaw the relaunch of Mini in 2001 and held various product management roles.