



**PORSCHE**

## CV Mattias Ulbrich

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Mattias Ulbrich has been CIO at Dr. Ing. h.c. F. Porsche AG since October 2018 and since April 2019 additionally CEO of Porsche Digital GmbH.

He was born in Braunschweig, Germany, in 1966. After studying Electrical Engineering at Braunschweig Technical University, Ulbrich began his career in the Sales division of American IT company Hewlett Packard in 1993. Ulbrich joined Audi AG in 1998. Until 2003, he worked at the Neckarsulm site, where he was latterly in charge of the Information Systems – Product Manufacturing department.

Ulbrich was subsequently appointed CIO at SEAT in Barcelona, Spain, where he was responsible for IT, Organization and Systems over a period of three years. After joining Volkswagen in Wolfsburg in 2006, Ulbrich held several managerial roles in IT, ultimately heading up the ITP Customer Order Process department. From 2012 on, Mattias Ulbrich was CIO at Audi AG in Ingolstadt for six years.