

Marc Langenbrinck

to be responsible for brand management at smart,

Head of Sales and Marketing smart

Marc Langenbrinck was born on April 21, 1969 in Freiburg im Breisgau, Germany. After completing his training as a banker, he received economics degrees in 1995 from the Ecole Supérieure de Commerce Lyon, France, and the WHU – Otto Beisheim School of Management in Koblenz, Germany. After joining Daimler Benz AG in Stuttgart in the same year as a junior manager, he worked in the area of brand management and the brand positioning of Mercedes-Benz. From 2000 to 2004 he was a member of the planning staff of the Chairman of the Board of Management. After that, he was active as head of corporate strategy for Sales & Marketing and DaimlerChrysler Services. From 2005 to 2007, Marc Langenbrinck was responsible for managing and reporting on sales-relevant activities as part of the CORE program at Mercedes-Benz Cars. Since April 2007 he has headed the Fleet Sales, Direct Sales and Remarketing unit at Mercedes-Benz Cars. As of April 1, 2009, he will be responsible for Sales and Marketing at smart and will also be in charge of overall management of the smart brand.