

Born: September 6, 1952 - Zurich, Switzerland
Nationality: Swiss
Education: Mechanical Engineering, EPUL Lausanne and ETH Zurich, Switzerland
Language Skills: German, English, French, Italian & Swiss German dialect
Hobbies: Skiing, music, mountain biking, clay pigeon shooting



Resume / Summary of key professional positions

1975 – 1979 &

1983 – 1985

Race driver GT vehicles, F3 and Sports Prototypes (Group 3, 6, F3 & C1) for DAETTILIER RACING and SAUBER RACING, Zurich/Hinwil, Switzerland

1980

Swiss Champion Sports Prototypes for WITTWER RACING, Diepoldsau, Switzerland

1981 – 1982

Founding and development of a retail and wholesale company in the sportswear sector, Zurich, Switzerland

1983 – 1985

Race & test driver Sports Prototypes (FIA Group C1), SAUBER RACING, Hinwil, Switzerland

1983 – 1990

SAUBER RACING / MERCEDES, Hinwil, Switzerland: Team Manager World Sports Car Championship

1983: - Sports Prototype World Championship (9th Le Mans / 8th Fuji)

1983/84: - IMSA – International Motor Sports Association Championship, USA

1985: - First Le Mans 24 Hours entry with MERCEDES

1986: - First victory in the Sports Prototype World Championship with MERCEDES (1000km Nürburgring)

1987: - German Supercup for Sports Prototypes – Champion with MERCEDES

1988: - SAUBER becomes official MERCEDES racing department

- World Sports Car (Group C) – Vice World Champion with MERCEDES (Manufacturers' Championship)

1989: - World Sports Car (Group C) – World Champion with MERCEDES (Manufacturers' & Drivers' Championship)

- Le Mans 24 Hours – Double victory with MERCEDES

1990: - World Sports Car (Group C) – World Champion with MERCEDES (Manufacturers' & Drivers' Championship)

1991 – 1995

PORSCHE AG, Stuttgart, Germany: Formula 1 Project Manager & Motorsport Director Worldwide

1991/92: - Complete reorganization and restructuring of PORSCHE Motorsports

1991-93: - IMSA Supercar Championship, USA – Champion

1993: - Spa 24 Hours – Overall winner

- 1000 Miles of São Paulo, Brazil – Overall winner

- Development and introduction of the Porsche Supercup as part of Formula 1 (now the longest longest-running support event partnership in Formula 1)

1994: - SCCA World Challenge, USA – Champion

- IMSA GT Championship – EXXON Endurance Championship - Champion

- Le Mans 24 Hours – Overall winner

- 1000 Miles of São Paulo, Brazil – Overall winner

- Strategic, technical, and organizational initiation and implementation of the Porsche TWR WSC-95 project

>> This open Porsche Le Mans prototype becomes the 1996+1997 Le Mans 24 Hours overall winner!!

1995 – 1998

PP SAUBER AG, Hinwil, Switzerland: Formula 1 Team Director & CEO

1995/96: - Team Director RED BULL SAUBER FORD, Hinwil, Switzerland

1997/98: - Team Director RED BULL SAUBER PETRONAS, Hinwil, Switzerland

1996-98: - Board member SAUBER PETRONAS ENGINEERING AG, Hinwil, Switzerland

A Swiss-Malaysian joint venture in mechanical & vehicle engineering

1998 – 1999

MERDEKA SPORTS SYSTEMS Sdn. Bhd., Kuala Lumpur, Malaysia: Managing Director

• Company for motorsport development & promotion in Malaysia, especially for the race track in SEPANG, Kuala Lumpur.

Founding and Development of 'MAX Motorsport Consulting'

Consultant to Nürburgring GmbH, Germany for new national and international business areas

• Contributor to the development of SEPANG International Circuit SDN. BHD., Kuala Lumpur, Malaysia.

• Motorsport consultant for SYSTEMS Ticketing & Access Control GmbH, Bregenz, Austria.

• Contributor to the Organizing Committee Technical Integration – XVI Commonwealth Games, Kuala Lumpur, Malaysia.

- 2000 – 2003** **HOPF V8STAR GmbH & Co. KG, Essen, Germany: Managing Director**
- Founding and development of V8STAR – Manufacturer-independent silhouette touring car racing series in Central Europe (including planning, design, realization, acquisition of personnel as well as procurement of technical, financial, media and sports organizational partners; financial planning, creation of sporting and sports political strategies, acquisition of teams and drivers).
- 2001** **BILD & AUTO BILD Motorsport, Axel Springer Verlag, Hamburg, Germany**
- Consultant, columnist and commentator
- 2001 – 2003** **Supervisory Board Member of Eurotech Global Sports AG, Appenzell, Switzerland**
- -Company for the realization of technical and logistical concepts and networks for major events such as Olympic Games, Football World Cups, Commonwealth Games, etc.
- 2004 – 2005** Through **'MAX Motorsport Consulting'** Driver management of two young German racing drivers; Strategic alignment of motorsport sponsorship activities of a leading German department store chain; Consulting for three race track projects in Central and Eastern Europe.
- 2005 – 2006** **A1 Team Switzerland, Geneva, Switzerland: Team Principal**
- Development and coordination of the first Swiss and French national motorsport team and collaboration in establishing the first Nations World Cup of motorsport for single-seater vehicles, A1 GP – World Cup of Motorsport:
 - Planning, organization and acquisition of personnel, teams and drivers as well as sporting partners
 - Creation of sporting strategies and implementation of various business partners.
- 2006 – 2009** **A1 Team Switzerland, Zurich, Switzerland: National Seat Holder & Team Principal**
- A1 TEAM SWITZERLAND becomes the most successful national team in the Nations World Cup of Motorsport,
 - A1GP World Cup of Motorsport, between 2005 and 2009 with drivers Neel Jani, Marcel Fässler, Sebastien Buemi, Alexandre Imperatori, Rahel Frey, Natacha Gachnang, among others.
 - The Swiss team becomes World Champion with driver Neel Jani in 2008 and achieves Vice World Champion titles in 2006 and 2009.
- 2009 – 2012** **Restructuring/Integration of 'MAX Motorsport Consulting' into 'M.A.Xpertise GmbH'**
- Focusing on motorsport sponsorship projects mainly with India and China, especially for LMP1, GP3, GP2, Porsche Supercup and Formula 1 as well as the management of various racing drivers.
- 2012 – 2018** **AUDI AG, Ingolstadt and Volkswagen AG, Wolfsburg, Germany**
- Member of Volkswagen Group Motorsport Steering Committee.
 - **Automobili Lamborghini S.p.A., Sant'Agata, Italy: as Motorsport Director for Worldwide Motorsport.** Definition of Lamborghini's long-term motorsport strategy and development of the corresponding motorsport department.
 - Further special tasks in the Volkswagen Group on the topic of motorsport, mainly in USA/North, Central and South America, primarily for Volkswagen AG, Audi AG, Bentley Motors Ltd., Automobili Lamborghini S.p.A. and Porsche AG with specialization in endurance racing (WEC, IWSC, PWC), World Rally Cross/Global Rally Cross (WRX, GRC), Formula E (FE), generally Future eRacing.
- Since 2014** **Classic-Cars-Engineering GmbH, Meilen, Switzerland: Member of the Board of Directors**
- Sale and trade of mainly historic automobiles, as well as engineering, support and rental of racing vehicles and organization and execution of events.
- 2018 – 2020** **IMSA – International Motorsport Association, Daytona, USA**
- Consulting for the NASCAR subsidiary IMSA regarding future new regulations for the IWSC - IMSA WeatherTech Sportscar Championship.
 - Focusing on the prototype regulations DPI - Daytona Prototype International, which came into effect in 2021, as well as the global prototype regulations LMDh - Le Mans Daytona hybrid from 2023.
 - Representative of IMSA during their cooperation negotiations with the Euro-French associations FIA (Fédération Internationale de l'Automobile) and ACO (Automobile Club de l'Ouest).
- 2018 – 2023** **BMW AG/BMW M GmbH, Munich, Germany**
- Consulting on long- and short-term BMW motorsport strategies and special tasks on the topic of motorsport for BMW's worldwide motorsport activities.
- Since 2024** **M.A.Xpertise GmbH**
- Placement of a US motorsport sponsor partner with one of the leading Porsche customer race teams in the highest racing class of NASCAR subsidiary IMSA and its international endurance championship IWSC - IMSA WeatherTech Sportscar Championship.
 - Advising the management of NASCAR subsidiary IMSA in particular on strategic changes in the development of global automotive industry and its motorsport marketing platforms.
 - Advising and placing various international car racing drivers, racing teams and car manufacturers, mainly in global endurance racing.

Recognitions / Honors:

- 1990** **BP Racing Trophy:** For exceptional achievements in motorsport with and for Sauber-Mercedes
- 2008** **Swiss Autosport Award:** For exceptional services to Swiss motorsport with A1 Team Switzerland
- 2010** Induction into the **Swiss 'Wall of Fame'** for long-standing exceptional services to Swiss motorsport

