

**Dr. Helmut Panke (DE)**  
Chairman of the Board of  
Management  
BMW Bayerische Motoren  
Werke AG  
Munich

Born in 1946. Helmut Panke studied physics at the University of Munich and received his doctorate in 1976.

He started his professional career at the Swiss Institute for Nuclear Research in 1976 while at the same time teaching at the University of Munich. In 1978, he joined McKinsey & Company, Inc., as a consultant in Düsseldorf and Munich.

Helmut Panke became Head of Planning and Controlling in the Research and Development Division of BMW Bayerische Motoren Werke AG in 1982 and was appointed Head of Corporate Planning in 1985. From 1988 until 1990, Helmut Panke served as Head of Organisation and, from 1990 until 1993, as Head of Strategy and Co-ordination. He was appointed Chairman and Chief Executive Officer of BMW (US) Holding Corp. in 1993 and, in 1996, he was named Member of the Board of Management, initially responsible for Human Resources, and Information Technology, later for Finance.

Helmut Panke has been Chairman of the Board of Management of BMW Bayerische Motoren Werke AG since 2002.



Theses  
**Do You Know What  
Your Company  
Stands for?**

1. Companies need to be aware of their own strengths.
2. Only based on these strengths can the company offer right solutions to the customers.
3. Strategy, brands and products need to be a result of focusing on the strengths of a company.
4. Companies need to grow and need to expand. But: Expansion will only be successful if companies act on the basis of their strengths.
5. Companies are successful in times of certainty and times of uncertainty if they know what they stand for.