

Dr. Johannes Roscheck

President of Audi China

Johannes Roscheck was born in Austria in 1964. He graduated in Industrial Engineering in Graz, has a PhD in Mechanical Engineering, and specialized in engine and car manufacturing and cost management.

Roscheck began his professional career in Audi's Finance department in 1995. Three years later, he became the CFO of the Business Unit Curitiba of Volkswagen do Brasil. In 2000, he also assumed operational responsibility for the Audi Division.

He returned to AUDI AG in Ingolstadt in 2002 as Head of Controlling Production and Logistics and was appointed General Secretary of the CEO the same year.

Two years later, Roscheck started work for Audi of America as Head of the Turnaround project "Strategy North America". Subsequently, he became Executive Commercial Director of Finance, Sales, IT, Purchasing, Legal and Compliance at Audi Hungaria Motor Kft. and was later involved in establishing the new holding company for the Audi Group in Hungary as a Member of its Board of Management.

Between 2013 and 2016, he was a co-founder of a start-up in the green tech business and worked for various consulting companies. In 2017, he returned to the four rings as CEO and President of Audi do Brasil in 2017 and worked in Sao Paulo until 2021. Under his leadership, the company became profitable, and he successfully paved the way to shift Audi to electric mobility in the market. From 2022 to 2024, he was Vice President of Controlling and Accounting for the Audi Group.

In April 2024, Roscheck was appointed President of Audi China.