

# Joe Pattinson

## **Position/Department/Division/Institution/Organization**

Head of Mobility Services, BMW China

## **Country**

China

## **Career history**

After completing his studies at Leeds Metropolitan University with a Degree in Business and Marketing, Joe started his career in The Royal Bank of Scotland's Insurance Division. In 2003 Joe jumped into the online business and became the Head of Marketing at Jamjar.com a UK based online vehicle sales business. Two years later he moved into the OEM world, starting work for BMW Group in the UK as a product manager later moving to head the marketing department for the Financial Services Division. In 2014 Joe moved to Beijing to take up the role of Vice President of Marketing for BMW Automotive Finance. In the summer of 2016 Joe was appointed as the Head of Mobility Services for BMW China Automotive Ltd where he is now responsible for developing and launching BMW's mobility services

## **Areas of expertise**

Sales & Marketing, Product Development, Digital Strategy, Online Sales, Mobility Services