ROLLS-ROYCE | MEDIA INFORMATION

# ROLLS-ROYCE MOTOR CARS ANNOUNCES NEW Director of HUMAN RESOURCES

Tuesday 1 April 2025, Goodwood, West Sussex

* Matthias Treubel appointed as new Director of Human Resources
* Treubel, former Head of Human Resources Region Europe, BMW Group, assumes his new role from 1 April 2025
* Treubel brings more than 20 years of senior leadership experience from different roles in BMW Group
* Matthias succeeds Mark Adams who, after more than 20 years at Rolls-Royce Motor Cars, becomes CFO, BMW Group Northern Europe

*“I am delighted to welcome Matthias Treubel to the Home of Rolls-Royce in his new role as Director of Human Resources. Matthias has extensive strategic and operational experience in a wide range of senior roles; his passion for people and supporting their growth is a perfect fit for Rolls-Royce Motor Cars. I am greatly looking forward to working with him as we invest and move forward with our business.*

*“I also thank our outgoing Director of Human Resources, Mark Adams, for his outstanding contribution to the marque since 2003. Mark has played a crucial role in Rolls-Royce’s development and growth. In both the finance and human resources teams, his enthusiasm for driving positive change, Future Talent and Leadership Management has made a significant contribution to the marque’s success and will continue to benefit our organisation into the future.”*

**Chris Brownridge, Chief Executive, Rolls-Royce Motor Cars**

Rolls-Royce Motor Cars has announced that Matthias Treubel will take up the role of Director of Human Resources, effective from 1 April 2025.

Originally from Germany, Matthias graduated from Technical University Karlsruhe with a Master’s in Industrial Engineering before joining BMW Group in 2001. Over the past two decades, he has held a variety of senior management positions, including assignments in China and Greece across Corporate Planning, Finance and Sales and Marketing, before focusing on Human Resources from 2015. More recently, he was Head of Human Resources Region Europe, BMW Group, based in Munich.

Matthias will now move to his new role, based at the Rolls-Royce Motor Cars’ global headquarters and Centre of Luxury Manufacturing Excellence at Goodwood, West Sussex. More than 2,500 people are employed at the Home of Rolls-Royce, with more than 50 nationalities represented. Matthias’ appointment further underlines Rolls-Royce Motor Cars’ long-standing commitment to developing future talent and nurturing the next generation of leaders. The company’s Future Talent Programme recruits over 100 Apprentices, Interns and Graduates each year, reflecting its strong investment in skills, learning and leadership.

Matthias succeeds Mark Adams, who will take up the role of Chief Financial Officer in BMW Group Northern Europe, based in Stockholm, Sweden. Mark originally joined the Rolls-Royce finance department in 2003, and during his more than 20 years at the company, held senior leadership positions before becoming Director of Human Resources in 2017. Recognising the value and importance of leadership and future talent, Mark pioneered some exceptional initiatives that have driven a sustainable people agenda during his time as Director.

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FURTHER INFORMATION

You can find all our press releases and press kits, as well as a wide selection of high resolution, downloadable photographs and video footage at our media website, [PressClub](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub).

You can also follow the marque on social media: [LinkedIn](https://www.linkedin.com/company/rolls-royce-motor-cars/); [YouTube](https://www.youtube.com/user/RollsRoyceMotorCars); [Instagram](https://www.instagram.com/rollsroycecars/); and [Facebook](https://www.facebook.com/rollsroycemotorcars).

EDITORS’ NOTES

Rolls-Royce Motor Cars is a true luxury house, creating the world’s most recognised, revered and desirable handcrafted Bespoke products for its international clientele.

There are over 2,500 people working at the Home of Rolls-Royce at Goodwood, West Sussex. This comprises both its global headquarters and Centre of Luxury Manufacturing Excellence – the only place in the world where Rolls-Royce motor cars are designed, engineered and meticulously built by hand. An [independent study](https://www.press.rolls-roycemotorcars.com/rolls-royce-motor-cars-pressclub/article/detail/T0414618EN/%C2%A34bn-for-uk-plc%E2%80%99%3A-rolls-royce-motor-cars-%E2%80%93-the-great-british-success-story) by the London School of Economics & Political Science confirms that since the company first launched at Goodwood in 2003, it has contributed more than £4 billion to the UK economy and adds more than £500 million in economic value every year.

Rolls-Royce Motor Cars is a wholly owned subsidiary of the BMW Group and is a completely separate, unrelated company from Rolls-Royce plc, the manufacturer of aircraft engines and propulsion systems.

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