

3. Club Management

Introducing Paul Gregor

Porsche Club Coordination for Overseas



Paul Gregor

The worldwide Club Coordination Team of the Porsche AG is bringing in reinforcement. Paul Gregor is the new man. He will be responsible for overseas Club Coordination. The Canadian was born in 1962 in Toronto. There he did a joint honours degree in Political Science and Psychology. His love of skiing took him, after graduating, to Europe—"First find a job near the Alps, work for 9 months, ski for 3." But things worked out differently. He found the job he was looking for at a Munich agency specialising in congresses, fairs and events. The planned 9 months soon became 5 years – and the beginner a project manager for international events.

Just as he was planning to return to Toronto in 1990, NEC Germany (Japanese IT and telecommunications company) made him the offer to take over the Fairs, Events and Sponsoring department. A fascinating challenge which he was glad to take. He was responsible, among other things, for the

leading fairs such as the Cebit as well as for the sponsoring activities at the Davis Cup, the Federation Cup and the Munich Philharmonic.

Later, he moved to the newly founded NEC Europe in London, where, for seven years, he was responsible for developing the European Corporate Marketing, from 2003 on as Marketing Manager for NEC Germany.

He first came into contact with Porsche at a customer bonding programme at the Carrera Cup. He was finally able to reap the fruits of his commitment with the team championship of the private team of Herberth Motorsport sponsored by NEC. It was basically these activities which brought the "Canadian-Japanese-Bavarian", as he calls himself, close to the Swabian car manufacturer Porsche.

For him, the move to Worldwide Club Coordination represents "a great chance to use my wide career experience, my internationality and my background as a bridge between Europe and the overseas Clubs." Above all, he would like to make his long years of experience with international events and fairs part of the new job. The father of three who married a Munich girl can rely on a career experience which has already spanned 21 years, a frequently proven enthusiasm in his work and an enjoyment of working with people and in a team.

He got his first introduction to the new job – the world of the Porsche Clubs – in October last year during a location inspection for the Porsche Parade 2007 in San Diego: although not yet officially in office, but already in the thick of things with heart and soul. The next few months will be filled by a "Tour de Clubs" on which he wants to introduce himself to the members and presidents to "get accustomed to the new work and acclimatise as quickly as possible". So the man, who has always been something of a cosmopolitan and global spirit first has a lot of travelling to do.

The circle appears to be closing. The "Canadian-Japanese-Bavarian" is now becoming a true "Swabian-Canadian". Whatever, Paul Gregor is looking forward to bringing his experience and background to "a strong brand" and to the "World of Porsche". He certainly won't find much time to go skiing.