



## Bosch hires Dolkhani

April 12, 2017  
PI 9637 RB Zi/Cp

Stuttgart – Boris Dolkhani will be joining Robert Bosch GmbH on May 1, 2017, where he will be assuming responsibility for corporate marketing communications, brand management, and corporate design. The 51-year-old comes to Bosch from the robotics and automation supplier KUKA AG, where he was responsible for global brand management and marketing. Dolkhani has comprehensive experience in both agency and corporate environments, and was the recipient of numerous international awards for campaigns and projects he headed during his time at KUKA (Timo Boll campaign, Industry 4.0 campaign). At Bosch, he will be joining a department overseen by CEO Dr. Volkmar Denner, and will be reporting to Dr. Christoph Zemelka, the head of Corporate Communications. “With Boris Dolkhani, we are acquiring a strategic thinker who has demonstrated an impressive ability to communicate abstract subject matter. We are looking forward to benefiting from his expertise and wealth of ideas,” said Zemelka. In its role as technology leader, Bosch wants to help shape the coming digital transformation, and is increasingly focusing on connected solutions in the areas of connected manufacturing, smart homes, smart cities, and mobility.

Before making the switch to the corporate side, Dolkhani founded and held executive positions in various advertising agencies, where he gained experience in a variety of sectors. His clients included national and international companies from the automobile, sports, fashion, and household appliances segments.

**Press photo:** #998224

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*The Bosch Group is a leading global supplier of technology and services. It employs roughly 390,000 associates worldwide (as of December 31, 2016). According to preliminary figures, the company generated sales of 73.1 billion euros in 2016. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and*

*Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected industry. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to create solutions for a connected life, and to improve quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 450 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 120 locations across the globe, Bosch employs 59,000 associates in research and development.*

*The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.*

*Additional information is available online at [www.bosch.com](http://www.bosch.com), [www.iot.bosch.com](http://www.iot.bosch.com), [www.bosch-press.com](http://www.bosch-press.com), [www.twitter.com/BoschPresse](https://twitter.com/BoschPresse).*