



Hermann Wiedrich

Country Manager CA Auto Bank Austria

Hermann Wiedrich is Country Manager of CA Auto Bank Austria, a role he has held at FCA Bank Austria since June 2019.

After several years working in different industries in UK and Austria he started his automotive career in 1997 as a salesman in a Chrysler/Jeep dealership. Then he worked at the Austrian Chrysler/Jeep import organization before moving to Mercedes Benz Global Headquarters from 2002 in Stuttgart during the DaimlerChrysler partnership. In 2006 he returned to Chrysler Austria as sales director and from 2010 to 2016 joined the Austrian Fiat Group Sales Organization in several marketing & sales positions following the take-over of Chrysler by Fiat Group.

In March 2016 he started his banking career at FCA Bank Austria as Sales & Marketing Manager, then moved to FCA Bank Deutschland in 2018 in the same role working for the German market before starting his current tenure as Bank Country Manager in 2019.

Hermann Wiedrich was born in Vienna in 1966. He holds an MBA of Open University (UK), a Marketing degree of University of Economics, Vienna, and is also qualified as Industrial Engineer in Austria.
