

# BRABUS Strengthens Executive Leadership Team with Three Key Appointments

## Driving the future of BRABUS

BRABUS today announced a major strengthening of its executive leadership team with the official appointment of Stefan Ponikva as Chief Marketing Officer (CMO), Michael Küpferle as Chief Sales Officer (CSO) and Milica Umicevic as Creative Director.

All three will join the BRABUS Board, effective December 1, 2025, marking an important milestone in the company's development into a global luxury brand that reaches far beyond its historic roots as a leading global name in high-performance automobiles.

With these appointments, BRABUS (Brabus-Allee, 46240 Bottrop, Germany, phone +49 (0) 2041 777-0, [www.brabus.com](http://www.brabus.com)) is further expanding its strategic foundation for long-term growth, diversified product worlds and immersive customer experiences, while continuing to step up its activities in areas outside of the automotive sector, including high-performance boats and motorcycles, lifestyle products as well as exclusive luxury real estate.

With more than two decades of experience in international brand management and a reputation for driving bold, emotionally resonant brand experiences, Stefan Ponikva brings a visionary mindset to the German luxury manufactory. His work has consistently been defined by strategic transformation, bringing together digital and physical communication in ways that elevate brands into cultural symbols with global appeal.

During his tenure at BMW, Ponikva led brand and marketing teams around the world with a focus on creativity, innovation and cross-functional collaboration. His leadership has been instrumental in shaping immersive customer experiences, forging high-impact partnerships

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and deploying cutting-edge technologies that unlocked new dimensions of engagement.

Speaking about his new role, Stefan Ponikva describes his mission as: “giving even more reasons to love the brand BRABUS.” He adds, “My goal is to create an even stronger pull effect for our brand by orchestrating digital and physical communication into emotional experiences and meaningful touchpoints. Throughout my years at BMW, leading global brand communication and experience teams, pushing boundaries in marketing and go-to-market concepts was always my top priority. Based on this strategic vision, I look forward to boosting BRABUS to the next level. Together with a fantastic team here in Bottrop, fostering creativity, innovation and collaboration.”

Joining the board as Chief Sales Officer, Michael Küpferle steps into the role after previously serving as Director General since July 2025. His return to BRABUS builds on a decade of past contributions to the company: from 2006 to 2016, Küpferle held several key roles, including Managing Director of BRABUS Middle East LLC in Dubai, followed by Head of Sales for the BRABUS Classic division and Regional Sales Manager for the Middle East.

Küpferle is a recognized expert in the world of luxury automobiles and luxury goods, combining his long-standing experience at BRABUS with extensive entrepreneurial expertise gained through many years of exposure and close contact to the world of high-net-worth individuals. His expertise will be crucial in expanding global sales structures, strengthening existing customer relationships worldwide and supporting the company's next phase of growth.

“I believe my role at BRABUS is to serve as the bridge between two essential worlds: the strong emotional appeal of the brand and the commercial success that fuels its growth,” explains Küpferle. “I had the privilege of learning from the best salesman I’ve ever met, our late founder Prof. h.c. Bodo Buschmann, and his philosophy continues to guide our sales efforts today. Always stay close to the product, and even closer to the customer.” He emphasizes, “My ambition is to elevate the revenue to similar heights as the brand, to create a “unicorn movement” and to combine international best practices in pursuit of a sales strategy that sets new standards for our industry and underscores the unique DNA that has defined BRABUS since 1977.”

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In her new role as Creative Director, Milica Umicevic joins the board after previously overseeing VIP Relations at BRABUS since November 2023. She will be responsible for the creative and artistic direction of the brand as well as the creative orientation of BRABUS Masterpiece vehicles. Umicevic will bring cultural- and design-relevant trends into the company, ensuring the BRABUS brand remains strongly connected to the worlds, lifestyles and aesthetic codes of its global clientele.

“My passion lies in understanding design trends long before they enter the mainstream,” says Umicevic. “I immerse myself in the worlds where tomorrow’s target groups already live, especially in luxury and high fashion, and bring those insights into BRABUS. As our product portfolio evolves further into new segments, my goal is to identify new audiences and shape the aesthetic dialogue that connects them to our brand.”

The expanded leadership team represents another significant step in BRABUS’s long-term strategy to further develop from one of the world’s most renowned manufacturers of exclusive high-performance vehicles into a holistic global luxury brand. Central to this strategy is the expansion into new automotive as well as non-automotive product segments, the cultivation of emotional brand ecosystems and a strong commitment to shaping exceptional experiences that extend far beyond the traditional BRABUS product range.

BRABUS CEO Constantin Buschmann emphasizes the significance of the reinforced board: “Stefan, Michael and Mili each bring exactly the kind of unique strengths that reflect where BRABUS is heading as a global luxury brand. Their combined expertise in experience- and social-driven marketing, global sales strategy and creative brand design will help us expand the BRABUS universe even further, and we look forward to shaping this next chapter together.”

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