



# DR. DIRK ABENDROTH



Dirk Abendroth has been CEO of the CUSTOMCELLS® Group since May 2022. After studying electrical engineering at the Technical University of Hamburg-Harburg and subsequently earning his doctorate, Abendroth began working at BMW in 2004, where he held various positions for twelve years. During his time there, he focused extensively on electrified and autonomous mobility. Most recently, Abendroth was Head of Powertrain BMW i before moving to electric car manufacturer Byton as Executive Vice President in 2016. In January 2019, Continental AG appointed Abendroth to CTO of Automotive. In July 2021, he became CTO at the international technology holding company Team Global, backed by serial entrepreneur Lukasz Gadowski.

At CUSTOMCELLS®, Abendroth's central task is to develop the synergies between the companies and holdings of the CUSTOMCELLS® Group and to create a large, independent, internationally active premium brand. Under the umbrella of a strong holding company, the research, automotive, and aviation divisions are to join forces and jointly push ahead on an ambitious growth trajectory. Further professionalization of the organization and industrialization of production are key objectives.

Dirk Abendroth is a proven expert in the automotive sector, has worked intensively with the aviation industry, and holds twelve international patents in the fields of data and digitization, system control, propulsion, and autonomous driving, with more than ten others in the approval process.

