



Nissan Biography: Friederike Kienitz

Senior Vice President, Sustainability, Corporate Governance, Legal, External Affairs and Communications, AMIEO Region

- Expertise: Sustainability, Communications, Legal, External & Government Affairs, Risk & Compliance Management, Diversity & Inclusion
- Languages spoken: German, English and French
- DOB: March 1974

Who is Friederike?

As Senior Vice President for Sustainability, Corporate Governance, Legal, External Affairs and Communications, Friederike oversees a team of more than 150 professionals across Africa, Middle East, India, Europe and Oceania.

Friederike's Role

With the automotive industry going through unprecedented change, Friederike is leading Nissan's sustainability agenda in the AMIEO region, championing the company's electrification strategy and driving Nissan's commitment to achieve carbon neutrality.

Friederike leads Nissan's 360-degree approach to engagement with employees, media, Governments, non-governmental organisations and other public stakeholders through dedicated high-quality communication and engagement programmes to promote Nissan's mission, corporate purpose and its contribution to the broader society.

In this role, she is strengthening the company's approach to corporate governance and risk management, in support of Nissan's objective of creating long-term value for the company, its shareholders and society.

Friederike also heads a team that is responsible for broad and complex legal matters, ranging from matters around new technologies, connected and autonomous vehicles to competition, advertising and IP rules across more than 140 markets in the AMIEO region.

As the Chairperson of the Regional Diversity & Inclusion Council, she is helping the company achieve its goals of creating a more diverse and inclusive organization and company culture.

She also is Secretary of the newly created Regional Strategic Forum, which oversees strategic business proposals and discusses high-level strategic topics for the mid-and long-term, to ensure alignment with global planning.



Career History

Friederike was born in Düsseldorf, Germany, and studied at universities both there and in France, before formally qualifying as a lawyer in 2002 to work for Freshfields Bruckhaus Deringer in Cologne, specialising in antitrust, competition and trade law. In 2005, with two others, she founded Bracht Gerber Kienitz, a law firm with expertise in commercial and competition law.

Friederike joined Nissan in 2008, initially to oversee legal issues in Germany, Austria and Switzerland, and then becoming Legal Affairs Manager before a promotion to General Manager.

Friederike became Vice President of Legal, External and Government Affairs in 2014, then in 2019 her remit expanded to include Communications.

In 2021 she was promoted with an expanded remit into the newly-created role of Senior Vice President for Sustainability, Corporate Governance, Legal, External Affairs and Communications.

Education and Awards

- University of Gießen, Germany, 1993-1995
- University of Brest, France, 1995-1996
- University of Cologne, Germany, 1996-1999
- Admitted to the Bar 2002

In Friederike's Personal Time

Friederike loves spending time with her family and spending time outdoors. She enjoys cycling, skiing, ice-skating, gardening and art.

ENDS