

Holger Hampf

President
Designworks, A BMW Group Company



Creativity, Dialogue and Partnership.

Holger has been the President of Designworks since 2017. He is leading the global design consulting firm and its three studios from its headquarters in California. Designworks is the innovation studio for the BMW Group and a global creative consultancy working for clients in diverse industries spanning Mobility and Digital Life.

Holger previously held the position of Head of Design User Experience for BMW Group (2014 – 2018) where he led the digitalization efforts for the design team, as well as user interface design for all brands in the Group. He has an extensive history with Designworks, where he worked from 1998 - 2010, from 2002 as the Director of Product Design. In 2010, he took over the position as Executive Creative Director for the global creative agency Frog Design in Munich, before returning to BMW Group in 2014.

Holger's experience in design is diverse, covering areas including Design Strategy & Context, Industrial Design, Digital Experiences and Identity & Brand, making him not only a designer but also a pioneer, consultant, valuable network partner and design ambassador alike. Holger appreciates the design of the seventies, admires Hella Jongerius, the Barcelona Pavilion by Ludwig Mies van der Rohe and he finds inspiration in the work of ByBorre, a company known for textile innovation. In his work, Holger draws on the spirit of two cultures and unites the rational German attitude "Less is more" with the emotional Californian attitude "Let's do it!"

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