

Martina Starke

Director, Munich Studio

Designworks, A BMW Group Company



Multilateral design thinker.

Martina Starke is Director of Designworks' Munich Studio. In this role, she is in charge of the Studio's design vision and daily operations, and leads a versatile, international and multi-disciplinary team.

With a focus on human centered design and human interaction, she uses strategic thinking and a holistic design approach to stimulate her teams to create innovative design concepts for business partners inside and outside the automotive industry.

While new design solutions have always been at the center of Martina's work, years of close collaboration with a variety of specialist departments at the BMW Group has been a defining factor in her view on innovation.

Martina Starke has held numerous design positions within the BMW Group since 2001. With broad experience across both exterior and interior design, as well as material, color and detail, she assumed responsibility for BMW Brand Vision and BMW Brand Design before joining Designworks in July 2019.

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