



Patrik Westerlund

Luxury Automotive Consultant

CONTACT DETAILS

Email: Patrik.westerlund@oxeindonesia.com

AREAS OF EXPERTISE

- Successfully developing sales and after-sales teams in luxury segment brands
- Broad understanding of launching brands and brand positioning
- Strategic influence, maintaining business focus on developing the market
- Fluent in English, Italian, German and Swedish

EDUCATION

- Master of Science level in International Business Administration
- MBA in Strategic Management

Ennis & Co are delighted to welcome Luxury Automotive Executive, Patrik Westerlund, as an Associate.

Patrik is an experienced executive with a strong management background and over 20 years in the luxury segment of the automotive industry.

He is multilingual and a charismatic leader who is able to combine strong business focus with relationship management. Patrik enjoys being part of, as well as managing, motivating and training, a successful and productive team, and thrives in highly pressurised and challenging working environments.

Background

"I was Educated at Lunds University in Sweden to Master of Science level in International Business Administration and with an MBA in Strategic Management, I subsequently gained a wealth of professional knowledge in commercial automotive roles.

I moved to Head of Sales and Network Development at Koenigsegg Automotive AB in 2003, where I was part of the team responsible for the launch of five new models from 2003 to 2007. Although working for the OEM, I took a very hands-on approach in this role getting involved in each car sale to support the company's dealer partners.

In 2007 I was recruited as Dealer Principal for a Porsche dealership in Sweden with the mission to re-energise and grow the company. I led a team of eleven employees and was responsible for the Southern sub-region of Sweden. I managed and coached the team during a transitional phase for the company, building a three-year business plan including re-locating the company with the build of new showroom.

I was then recruited by McLaren in 2011 where I was responsible for Operations in the European region. I oversaw the successful launch of the European dealer network as well as product launches for the MP4-12C sports car in 2011, the MP4-12C Spider in 2012, the P1 in 2013, and more recently the 650S."

Asia

"Moving to Asia in early 2015, I took up the exciting challenge of President, Asia Pacific for Aston Martin Lagonda. Being one of a number of new comers who took the evocative Aston Martin and Lagonda brands into the brand's next century at a pivotal time for the company, I was heading the Singapore based regional team, covering a 23-strong network of dealers in 13 different countries. Under my leadership (2015-2023), the Aston Martin's representation in the Asia Pacific region expanded by 5 countries / 7 Retailers and grew 270 percent in sales.

In parallel I joined the Wilson Global Initiative team - WGI is a Charity and I am a part of the leadership team. The main task for us is to combat illiteracy through the development of programs or technical solutions to support underprivileged people that might not have the ability or the opportunity to get help with reading and writing (currently there are 700 million under the age of 18 that are illiterate)."

Looking ahead

"I have recently become co-owner and CEO of a company called TMPL (Technical Marine Pte Ltd). We own distribution rights for OXE outboards for Indonesia and are currently adding more brands that are focused on a greener marine propulsion solution (diesel, electric and hybrids). Our customers are the commercial users and predominately governments, non-offensive military, oil and gas and transport. This is a really exciting company and area, watch this space!"

Life outside of work

"My wife Elin and I have lived in Singapore for 8 years now - we love it here, and in my spare time my hobbies include motorbikes, tennis, crossfit and outdoor activities."

If you feel Patrik can add value to your business and you'd like to get in touch, please email:

Patrik.westerlund@oxeindonesia.com