

# **Polestar names Tim Heldmann as new VP for global marketing and brand management**

Tim Heldmann has been named VP for global marketing and brand management for the performance brand of Volvo, Polestar.

Heldmann previously served as Red Bull's global brand management division for six years and most recently as global head of consumer insights and initiative management, where he was responsible for brand strategy, market research, and consumer pricing.

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