



Rebecca Grajecki

Rebecca Grajecki is Brand & Marketing Director Europe & ORA and joined Great Wall Motor from Swiss luxury group Richemont. Grajecki is now responsible for the re-definition of the brand, the new 360 degree brand identity and architecture and the European positioning. She further oversees the marketing strategy and launch of the all-electric ORA brand in Europe and Israel.

Rebecca held various positions in branding, marketing and communication in the Richemont brands joining previously from the luxury lifestyle brand Montblanc. In addition to positions in the Montblanc and Richemont HQ in Germany and Switzerland, her career has also taken her to Italy, France, Spain and Venezuela establishing international premium and lifestyle brands.