

GiPA appoints Andreas Singer as Country Director for the DACH Region



Paris, 5th February 2026

GiPA Group is pleased to announce the appointment of **Andreas Singer** as Country Director for Germany, Switzerland, and Austria (DACH).

Andreas brings more than 20 years of experience in automotive market research and consulting. Throughout his career, he has worked with leading international research firms including Kantar and TNS Infratest, supporting major OEMs such as Mercedes-Benz, BMW, Volkswagen Group, as well as several European and international manufacturers. His areas of expertise span innovation and pricing strategies, OEM and aftermarket dynamics, hybrid and electric vehicle research, customer experience, brand tracking, and consumer segmentation.

In addition to his strong analytical background, Andreas has extensive leadership experience, having managed multidisciplinary projects and product teams in complex international environments. Most recently, he served as Key Account and Business Development Director at Kantar for the Volkswagen Group.

Andreas succeeds **Sebastian Heitfeld**, who over the past three and a half years played a key role in developing GiPA's presence in Germany and strengthening brand awareness and customer relationships across the market.

"The DACH aftermarket is entering a phase where structural changes, technological transformation, and distribution dynamics are accelerating simultaneously," said **Andreas Singer**, Country Director



DACH at GiPA. *"GiPA's ability to translate data into clear strategic direction is a real differentiator. I am excited to work closely with our clients and partners to help them anticipate change and turn insights into concrete decisions."*

"Germany, Switzerland, and Austria are strategic markets for GiPA, both in terms of industry complexity and innovation leadership," said **Almudena Benedito**, CEO of GiPA. *"With Andreas' deep market knowledge, strong analytical mindset, and proven leadership experience, we are strengthening our local presence while continuing to deliver independent, high-value insights to our partners."*

With Andreas Singer's appointment, GiPA reinforces its commitment to delivering actionable insights and strategic support to aftermarket stakeholders in the DACH region. His pragmatic, insight-to-action approach will further strengthen GiPA's ability to support clients in navigating an increasingly complex and fast-evolving market environment.