



SEBASTIAN BIRKEL

CEO Sixt North America

Sebastian Birkel is CEO of Sixt North America, a division of Sixt SE, one of the world's first and most successful mobility companies. Founded in 1912 in Munich, Germany, Sixt started out with a fleet of just three vehicles and has grown to a leading global provider with more than 2,200 locations in over 105 countries. In the U.S. since just 2011, Sixt is already the number #4 rental brand in America.

Birkel has served with Sixt for more than 8 years, beginning in corporate development and strategy, and earning rapid promotion to overseeing damage management for the entire company. In 2015, he was appointed to serve on one of Sixt's supervisory boards, and was tapped to run the company's 200-person global services division. In 2016, Mr. Birkel was promoted once again, this time as CEO, where he is leading Sixt's rapid expansion in the U.S. car rental market.

Birkel is a graduate of the European Business School at the International University Schloss Reichartshausen, and holds an MSC from the University of Hong Kong. Previous to his time with Sixt, he worked in one of Germany's leading business consulting firms, where he successfully managed the turnaround of several distressed companies. In addition to his native German, he is conversant in English and French. An avid athlete, he enjoys skiing, soccer, squash, and the outdoors. Birkel brings this passion for life every day to Sixt, where he focuses on excellence in every dimension of his role.

Sixt is always at the forefront of the car rental industry, it was the first car rental company with a website and the first to accept mobile reservations. Sixt's cars are available in almost every major city and tourist destination worldwide, and at convenient locations such as airports, train stations, cruise ports, and hotels.

Mr. Birkel lives with his wife and young children in Ft. Lauderdale, FL where Sixt North America established its new U.S. headquarters in 2017.

