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Max Wolff

Design Director, China and IMG

As design director for Ford China and the International Markets Group, Max Wolff is helping lead the brand into a new era of automotive design.

In his role, Wolff delivers global design programs for vehicles such as the popular and award-winning Ford Ranger and Ford Everest, as well as China-specific vehicles like the recently unveiled Ford EVOS.

With a background in production and advanced design, Wolff joined Ford Motor Company in 2011 after 13 years at General Motors, during which he worked in Australia, South Korea and the United States. Wolff joined Ford to lead the then newly created Lincoln team based in Dearborn. Max and his family moved to Melbourne in 2016 for him to take on his key role in creating the next generation Ranger and Everest.

Wolff has a life-long passion for vehicle design, which was sparked as a 12-year-old when he received a car magazine from his father that led him to imagine a future as an auto designer.

Born in Melbourne, Wolff holds a degree in industrial design from Monash University in Victoria. He leads his passionate and talented team from Ford's new, world-class Design Centre in Melbourne, Australia, and divides his time between Melbourne and Shanghai as he guides and expands the Ford China design team.

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