# **Former Continental Exec Nurdin Pitarević to Lead Operations at Rimac Technology**

January 15, 2024

**Rimac Technology, a leading global provider of high-performance automotive technology solutions, has announced the appointment of Nurdin Pitarević as its new Chief Operating Officer.**

Pitarević brings over fifteen years of experience in battery and powertrain component manufacturing, having worked with some of the automotive industry’s most prominent technology companies.

He spent 12 years at Continental, overseeing operations of the Hybrid Vehicle Business Unit and more recently held the role of COO and Executive Vice President for Components & Battery Systems at DRÄXLMAIER for over three years.

Pitarević will be responsible for overseeing Rimac Technology’s global operations and manufacturing facilities and play a key role in scaling the company’s advanced battery and drivetrain technology production.

*"Nurdin's extensive expertise across the entire value chain of EV components will be invaluable as we enter into our next phase of rapid growth and expansion. With his proven track record of operational excellence and improving processes and organization to meet the high requirements of being an OEM technology partner and supplier, I'm highly confident he will significantly strengthen our foundations."*

**Mate Rimac**  
Founder and President of the Rimac Group, CEO Bugatti Rimac and Rimac Technology

*"I am thrilled and honored to be joining Rimac Technology at such a pivotal point in its journey. Mate and his brilliant team have built truly revolutionary products that are redefining electric performance. I look forward to helping scale up world-class operations to align with the company's ambitious vision and future."*

**Nurdin Pitarević**  
COO, Rimac Technology

Rimac Technology continues its momentum towards being a high-volume supplier of premium EV components, with major partnerships already in place with global automakers. Pitarević’s operational expertise will be key in delivering the next stage of the company’s high growth trajectory.