

Contact

www.linkedin.com/in/dr-ulrich-quay-a9684a42 (LinkedIn)

Top Skills

Banking Law
Business Networking
Litigation

Languages

English (Full Professional)
French (Professional Working)
German (Native or Bilingual)

Publications

Der Consulting-Vertrag im
Internationalen Privatrecht

Dr Ulrich Quay

Partner @ NATO Innovation Fund (NIF)
Amsterdam, North Holland, Netherlands

Summary

Joined NATO Innovation Fund in August 2025. investment areas: collective security, e.g. energy, materials science, artificial intelligence, data and computing, autonomy, quantum computing, biotechnology, space.

Started, built out and ran (until 06/2021) BMW's EUR 500m EU/ US Corporate Venture unit BMW i Ventures with offices in San Francisco, Mountain View, New York and Munich. Developed BMW i Ventures into a VC fund with top quartile returns (7 portfolio firms IPO'd, 10 unicorns). Investment areas: e-mobility, artificial intelligence, cyber security, Industry 4.0, shared mobility, customer digital life, sustainability, autonomous driving, digital car and automotive cloud.

Experience

NATO Innovation Fund (NIF)

Partner

August 2025 - Present (5 months)

Amsterdam, North Holland, Netherlands

NIF is a standalone venture capital fund backed by 24 NATO allies, deploying €1 billion+ in deep tech.

It provides deep tech entrepreneurs in the transatlantic deep tech sector with unprecedented access to 24 allied governments, who have not only invested in NIF, but also work closely with us to provide access to both commercial and government markets

FREENOW

Chairman of the Supervisory Board

July 2024 - August 2025 (1 year 2 months)

Hamburg, Germany

FREENOW is the Super Mobility App with the largest vehicle choice for consumers across Europe available in 9 markets and in over 150 cities.

BMW Group

VP Corporate Investment Management + Joint Ventures

July 2021 - August 2025 (4 years 2 months)

Munich, Bavaria, Germany

Focus areas: cooperation management, strategic projects and transactions, development of business models, restructuring, M&A.

2021-2023: Chinese joint ventures, especially BMW Brilliance (23.000 employees, largest producer of premium cars in China) and JV with Great Wall Motors.

since 2024: Managing Director of YourNow Holding GmbH + Chairman of the Supervisory Board at FreeNow

BMW i Ventures

Founder + Managing Partner

July 2011 - June 2021 (10 years)

New York, NY, Mountain View, CA, San Francisco, CA

Started and built out BMW i Ventures, BMW's Corporate Venture fund. Off-the balance sheet investments from 2011-2016, invested out of 500m Fund I from 2016-2021 and raised 300m BMW i Ventures Fund II.

Investment areas: e-mobility, artificial intelligence, cyber security, Industry 4.0, shared mobility, customer digital life, sustainability, autonomous driving, digital car and automotive cloud.

Personal investments:

- Autofi: fintech
- Carbon: additive manufacturing solution (observer seat)
- Chargemaster: EV charging solutions (acquired by BP in June 2018)
- Chargepoint: electric vehicle charging network (observer seat)
- Embark: mobile application for public transportation (acquired by top Tech company in 2013)
- Fair: car-as-a-service - observer seat
- Life 360 (IPO in May 2019) - observer seat
- Moovit: world's largest repository of transit data (acquired by Intel) - observer seat
- Ridecell: Fleet IoT automation solutions - board seat
- Shift: used car platform, IPO in 2020 - board seat

- Stratim: enterprise logistics platform (acquired by KAR in 2018) - observer seat
- Tekion: digital service experience platform for dealers - board seat
- Turo: C2C car sharing
- Xometry: on-demand custom manufacturing - IPO in 2021 - board seat
- Zendrive: AI platform to improve safety for drivers
- Zum: transportation for schools - board seat

BMW AG

Legal Director M&A and Joint Ventures

May 2010 - June 2011 (1 year 2 months)

Munich/Germany

BMW (UK) Ltd

Senior Legal Counsel in UK

September 2006 - April 2010 (3 years 8 months)

Bracknell/England

BMW AG

Legal Counsel commercial law

January 2000 - August 2006 (6 years 8 months)

Munich/ Germany

Education

University of Freiburg

Dr iur, International contract law · (1998 - 1999)

Practical legal training ("Referendariat") @ Higher Regional Court (OLG) Hamburg

2nd State Examen , Law · (1997 - 1999)

University of Freiburg

Law Degree (1st State Examen), International Law and Legal Studies · (1994 - 1996)

Université de Lausanne

Droit · (1993 - 1994)

Ruhruniversität Bochum

Recht · (1991 - 1993)