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Dr. Jürgen Friedrich was born in Paderborn in 1958. Following military service, he studied mining and business studies.

From 1988 to 1997, Jürgen Friedrich was deputy head of energy policy divisions in the Federal Ministry of Economics (BMWi). Following this, the ministry seconded him as economic policy expert to the Office of the Representative of German Industry and Trade in Washington, D.C.

From 2000 to 2007, Jürgen Friedrich was based in Dubai as Representative of German Industry and Commerce in the UAE, Oman and Qatar.

From August 2007 to April 2009, Dr. Friedrich led the "North Africa, Near and Middle East" Division of the BMWi in Berlin.

Jürgen Friedrich has been chief executive of Germany Trade & Invest – Gesellschaft für Außenwirtschaft und Standortmarketing mbH since May 2009.