



The woom management team

Paul Fattinger Chief Executive Officer (CEO)



"In just under eight years, woom has gone from a start-up in a garage to an international bike manufacturer. It's my job to manage growth and internationalization here at woom. The entire woom team is on a mission to create magic moments for young cyclists every day." Paul Fattinger

Paul Fattinger has been part of the woom management team since October 2021. He initially served as Chief Financial Officer but has been sole CEO since June 2023. Fattinger studied Business Administration and Law at Vienna University of Economics and Business and graduated with an MBA from ESADE Business School in Barcelona. He has many years of experience in the financial markets and consulting field. He started his career at the auditing and business consultancy KPMG, before going on to work at the Boston Consulting Group and Austin BFP, where he developed the management consulting business. Between 2018 and 2021, Fattinger was a partner at BDO Austria, which is part of the international BDO network – the world's fifth-largest auditing and business consultancy. It was also BDO that brought Paul to woom.

- Born on 14 July 1981 in Graz, Austria
- 2000 to 2006 Studied Business Administration and Law at Vienna University of Economics and Business
- 2009 to 2011 MBA at ESADE Business School in Barcelona
- 2007 to 2009 Corporate Finance Senior Associate at KPMG Advisory
- 2011 to 2015 Project Leader at The Boston Consulting Group
- 2016 to 2018 Managing Director & Partner at Austin BFB
- 2018 to 2021 Partner at BDO Austria GmbH
- 2021 CFO at woom
- Since 2022 Co-CEO and since 06/2023 sole CEO at woom
- Dad to three children

Photos of Paul Fattinger:

<https://mediahub.woom.com/share/FE851259-10A7-4F16-A9FFBAEE959309B0/>



Johannes Kisslinger
Chief Operating Officer (COO)



"I would struggle to think of a more magical and meaningful mission than changing the face of the bike market for future generations to come with our special products."

Johannes Kisslinger

With an impressive career spanning multiple global businesses behind him, Salzburg-born Johannes Kisslinger (43) brings extensive international experience and a proven track record in operations management with him to the role. Before joining the team at woom, he was responsible for production, supply chain, procurement, maintenance, facilities and IT as the COO of Schiebel, a company in Vienna specializing in high-tech products and applications.

Prior to that, Kisslinger spent many years working in various leadership positions around the world for the industrial company Hoerbiger, including Supply Chain Director in China and Vice President of Operations for the Midwest in the USA.

Photos of Johannes Kisslinger:

<https://mediahub.woom.com/share/535F82F8-1509-4A20-A992B4D0BC84B6FF/?viewType=grid>



Christian Bezdeka Founder of woom



"woom gets children outside and motivates them to exercise and socially interact. Cycling is the antithesis of mobile phones and game consoles."

Christian Bezdeka

Christian Bezdeka, born in Vienna, caught the cycling bug on his first mountain bike when he was 13 years old. He went on to study Industrial Design at the University of Applied Arts in Vienna, before setting up his own design studio and designing products for a string of companies including Opel and Simplon. When he became a dad, he struggled to find a children's bike that lived up to his expectations and so he just designed one himself. In 2013, he founded woom with Marcus Ihlenfeld. The company grew from its humble beginnings in a garage into an internationally successful bike manufacturer within just a few years.

- Born on 18 October 1976 in Vienna, Austria
- Studied Industrial Design at the University of Applied Arts in Vienna
- 2002-2014 Freelance industrial designer working for international companies
- 2011 Met Marcus Ihlenfeld and started collaborating on woom bikes
- 2013 Founded woom
- Married, dad to two children

Photos of Christian Bezdeka:

<https://mediahub.woom.com/share/991FA93F-C5E8-4D58-8FCCDDCC7233063B/>



Marcus Ihlenfeld Founder of woom



"We want as many children as possible to love to ride their bike – that is our mission at woom. Cycling is a powerful force for making the shift to climate-friendly, healthy, efficient and enjoyable urban and rural mobility."

Marcus Ihlenfeld

Marcus Ihlenfeld was born in Rüsselsheim, Germany, and studied General Business in Louisiana, USA. The keen tennis player secured a sports scholarship to cover his college fees. When he moved back from the USA, he worked in management roles within the automotive industry for 15 years. After five years in Zurich, he moved to Vienna in 2010. When he became a dad, he was disappointed with what he found when searching for a decent children's bike. But he did manage to find a partner on the same page as himself – Christian Bezdeka. The pair went on to found woom in 2013.

- Born on 25 May 1972 in Rüsselsheim, Germany
- 1992–1996 Tennis scholarship and Bachelor's degree in General Business at Louisiana College in the USA
- 1996–1997 Vacuum cleaner salesman in San Francisco, USA
- 1997–1998, General Business MBA, one year studying abroad in Hong Kong
- 1998 Trainee on the marketing team at Opel Europe
- 2005 Assistant to the Vice-President at General Motors Europe in Zurich, Switzerland
- 2010 Relocated to Vienna and became Marketing Director at Opel Austria
- 2011 Met Christian Bezdeka and started collaborating on woom
- 2013 Founded woom in March and left Opel in August
- Married, dad to two children

Photos of Marcus Ihlenfeld:

<https://mediahub.woom.com/share/236DEEC4-E72F-4DE5-A7850543E46A8D61/>



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