



The woom management team

Bernd Hake **Chief Executive Officer (CEO)**



"woom is an innovative global brand that truly cares about its customers. It's my job to work hard with my team to keep this popular brand growing internationally so we can spark a passion for cycling in as many children as possible."

Bernd Hake

Bernd Hake (57 years old, DOB: 11 July 1967) is a manager with decades of experience and global leadership expertise in sport, lifestyle and fashion. Before becoming CEO of Global Consumer Products at Red Bull, he worked in various management roles at Hugo Boss for over 20 years. He was appointed to the Board in 2016 and took on responsibility for global sales management. By that point, he had already been Senior Vice President for EMEA (Europe, Middle East and Africa) and Managing Director for the UK and Ireland, where he was instrumental in the brand's transformation to become an omnichannel retailer.

Born in Mainz in 1967, Hake trained as a banker at Dresdner Bank in Düsseldorf and went on to study Business at the University of Mainz. He kicked off his career at PriceWaterhouse in New York, where he supported the digital transformation of Siemens Medical Systems to SAP.

Hake moved to Hugo Boss in 1997 and worked his way up the management ladder, with his roles including Managing Director for the UK and Ireland and Senior Vice President for EMEA. As a Board Member between 2016 and 2019, he was responsible for retail, wholesale and global merchandising within the Group. He made the move to Red Bull in 2022, becoming the CEO of Global Consumer Products and taking on responsibility for AlphaTauri, Energy Wear and licensing.

A keen athlete who has completed the Frankfurt Ironman, Hake is married and has one daughter.

Photo of Bernd Hake:

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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 (44, DOB: 2 May 1980) 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's 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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