



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. I am delighted to now be part of this extraordinary success story. Managing this rapid growth whilst keeping a close eye on the financial structure is my future mission here at woom."

Paul Fattinger

Paul Fattinger has been part of the woom management team since October 2021. He initially served as Chief Financial Officer responsible for financial affairs and strategy, and in June 2023 he took on the role of sole CEO. Paul 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, Paul 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/>



Mathias Ihlenfeld
Managing Director (MD) for North America & Founder of woom USA



"We want to make our dream come true of becoming the top children's bike brand in the world."

Mathias Ihlenfeld

In 2014, not even a year after the parent company was established in Vienna, Mathias Ihlenfeld, the younger brother of Marcus Ihlenfeld, founded woom USA. A father of a one-year-old at the time, he was passionate about woom bikes from the very beginning, and he immediately saw the potential for success in the US market. Within seven years, Mathias Ihlenfeld and his team have positioned woom as the fastest growing direct to consumer children's bike brand in North America. When woom Europe merged with woom USA in June 2021, Mathias Ihlenfeld became part of the woom International management team.

Born and raised in Germany, he moved to the USA as a college tennis player in 1994 and completed his MBA at the University of Alabama. As a management and financial consultant for IBM and SAP, he developed his skill set and learned what it takes to successfully manage a company in the fast-paced economy of the digital era.

- Born on 27 October 1974 in Rüsselsheim, Germany
- 1997–1999 Studied General Business at the University of Alabama in the USA
- 1999–2003 SAP Implementation Lead at US Pipe and Foundry
- 2003–2007 SAP FI/CO Competency
- 2007–2011 Managing Consultant at IBM
- 2011–2013 SAP Consulting in Financial Management at Commercial Metals Company
- 2013–2017 SAP Consulting in Financial Management at Schneider Electric
- 2014 Founded woom USA
- 2021 Chief Customer Officer at woom
- 2022–06/2023 Chief Executive Officer at woom
- Since 06/2023 Managing Director for North America at woom
- Dad to two children

Photos of Mathias Ihlenfeld:

<https://mediahub.woom.com/share/81D474EA-6234-4044-AE7EE1FC0756A6E2/>



Martin J. Bartmann
Chief Operating Officer (COO)



"My motto is: 'Enthusiastic employees achieve extraordinary results.' It is my great pleasure to accompany woom in its dynamic transformation from a start-up to a seriously major player. My focus is to take the woom team along on this journey and motivate them."

Martin J. Bartmann

Martin J. Bartmann studied Business Informatics at Vienna University of Technology and attended the management program (Strategy & Organisation) at the Stanford Graduate School of Business (GSB), in addition to studying Strategic Finance at the Institute for Management Development (IMD) in Lausanne. The international executive is an expert in supply chain management and finance. Martin started his career as a consultant at Andersen Consulting (today's Accenture, which is one of the world's largest providers of business and strategic consultancy). He then went on to hold several positions with international leadership functions at multinationals such as RHI AG – the world market and technology leader in refractory materials – and Magnesita Refractories. Since 2021, Martin has been part of the management team at woom, where he uses his expertise to promote international expansion.

- Born on 5 April 1965 in Krems, Austria
- 1984 to 1988 Studied Business Informatics at Vienna University of Technology
- Trained in executive management at Stanford GSB (2009) and IMD Lausanne (2008)
- 1989 to 1996 Consultant at Andersen Consulting (now Accenture)
- 1996 to 2011 Management positions at RHI AG (Head of Supply Chain, Business Unit CFO, Head of Group Audit)
- 2011 to 2012 COO Europe at Magnesita Refractories
- 2012 to 2016 Global Vice President Supply Chain Management & Procurement at Magnesita Refractories
- 2014 Founded Stonefield International Group for Interim Management
- 2016 to 2019 CFO at Wiesenthal Group
- 2020 Interim CFO/COO at Simplon Fahrrad GmbH
- Since 2021 Interim COO at woom
- Married, dad to three grown children

Photos of Martin J. Bartmann:

<https://mediahub.woom.com/share/5AFE6BA1-329A-42A1-854B7C1FD8A62F00/>



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 was born in Vienna and 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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