



Co-Founder mymuesli
CEO mymuesli (until 2019)

Max Wittrock is co-founder and until 2019 he was one of the CEOs of mymuesli, an award-winning Muesli Startup. He is driven by his passion for food and e-commerce – and always looking for new ventures and opportunities.

Born in Munich, Max graduated from Law School (attending both the universities of Passau and Munich), he is also a trained journalist (University of Passau, Institut für Journalistenausbildung) and worked for smaller newspapers and freelanced for German Television (Bayerisches Fernsehen).

In 2007 Max started mymuesli together with two friends. mymuesli is active in five countries, has been granted several awards, including the German Gründerpreis in 2013, Germany's most important award for entrepreneurial achievements.

mymuesli offers its customers to mix their favorite muesli from 80 ingredients – with 566 quadrillion possible mixes there's something for everyone.

Max gives talks about mymuesli's success story, entrepreneurship and related topics at universities, conferences or for corporate clients, including Porsche, DHL, and Apple.

Together with his friends and extraordinary teams he started several other ventures, including a Coffee brand (Green Cup Coffee), an orange subscription business (Oh!Saft), a tea brand (Tree of Tea). They are sometimes also active as Business Angels. Portfolio companies include Startups (e.g. Minubo, making Business Intelligence easy for everyone) or more traditional business models like biosanica (organic Apple Chips) and the chocolate producer Jokolade.

Topics (Selection):

- Entrepreneurship and Startups
- PR for Startups
- Social Media Marketing
- mymuesli – One of the Most Successful Online-Brands
- Mass Customization