



Co-Founder mymuesli
CEO mymuesli

Max Wittrock is one of the best-known German entrepreneurs of his generation. In 2007, he founded mymuesli with two university friends and turned it into one of Germany's most successful start-up stories. After spending several years working as an entrepreneur, business angel and brand developer, he returned to mymuesli as CEO in 2026. His mission is to reposition the brand and get it back on a growth trajectory.

After studying law and completing journalistic training, Max Wittrock gained his first professional experience at Bayerischer Rundfunk and in various editorial offices. Alongside Hubertus Bessau and Philipp Kraiss, he developed the concept of selling customised muesli online. In 2007, they founded mymuesli. Within just a few years, the company evolved from an online start-up into an internationally active brand with its own retail chain and a strong presence in the FMCG sector. In 2013, the founding team was awarded the German Founder Award. As co-CEO, Wittrock was primarily responsible for communications, brand development and public relations.

Even after stepping down in 2019, he has remained closely connected to entrepreneurship. Together with his partners, he developed additional brands, including Green Cup Coffee, Oh!Saft and Tree of Tea. In 2020, he co-founded the sustainable chocolate company JOKOLADE with Joko Winterscheidt, leading the start-up as co-CEO until 2023. In 2024, he launched zeroLabs, a company specialising in functional beverages. With his return as CEO of mymuesli, Max Wittrock is taking responsibility once again for the company he helped build. He combines his experience of founding and developing multiple brands with a deep understanding of how to lead and scale companies across different growth phases.

In his talks, he discusses entrepreneurship, brand building, innovation, communication and the challenges of setting up a company. He shares personal insights from nearly two decades of entrepreneurship alongside practical ideas for innovation.

Topics (Selection):

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