

HUBERTUS BESSAU



Cereal Entrepreneur
Co-Founder mymuesli

Hubertus Bessau is co-founder and until 2022 CEO of mymuesli, the shop for customisable organic muesli. As CMO of the company, he was responsible for the start-up's original marketing campaigns. Today he is supervisory board member and shareholder of mymuesli.

After graduating from high school in 2000, Hubertus Bessau (*1981) studied business administration at the University of Passau and in Budapest from 2001 to 2006. After graduating, he founded mymuesli in 2007 together with his two student friends Max Wittrock and Philipp Kraiss, initially as an online shop.

The crazy idea of an online shop for customisable muesli quickly finds numerous followers, even beyond the borders of Germany. The start-up receives several awards, including the "Young Business Award" and the German Founder's Prize. In the meantime mymuesli is increasingly represented in the grocery trade and the team of mymuesli founders runs other companies such as the orange mail order company Oh!Saft and Green Cup Coffee, an online shop for fair trade coffee. In 2022 he becomes co-founder of Project Eaden, a food-tech-company producing for example animal-free steaks.

As a keynote speaker Hubertus Bessau talks about the history of mymuesli, about the ups and downs of being an entrepreneur and gives deep insights of entrepreneurship and marketing.

Topics (Selection):

- Starting Up mymuesli
- The Way of the Muesli
- From E-Commerce to Multi-Channel
- Online Marketing
- E-Commerce Entrepreneurship