

## HANS RUDOLF WÖHRL



### Entrepreneurial Legend

Hans Rudolf Wöhr is one of Germany's most successful entrepreneurs. Whether in fashion, aviation, or hospitality, he has shaken up industries, founded companies, and redefined businesses. His name stands for courage, innovation, and entrepreneurial foresight.

At just 19, Wöhr founded the Carnaby Shops with his brother, quickly turning them into one of Europe's leading fashion retailers. By 23, he had taken over the family-owned Wöhr fashion stores, leading them for three decades and establishing them as a powerhouse in the German fashion industry. In 2002, he transitioned from operational management to the supervisory board. His keen market sense was once again evident in 2006 when he invested in Ludwig Beck AG.

His second great passion: aviation. Wöhr earned his pilot's license in 1969 and entered the airline business in 1974 by founding Nürnberger Flugdienst (NFD) – the foundation of today's Eurowings. In 2003, he showcased his entrepreneurial acumen once more by acquiring the struggling Deutsche BA, turning it around in record time, and selling it profitably to Air Berlin. He repeated this success in 2006 with LTU, restructuring the airline before selling it. Through his company, INTRO Consulting GmbH, he remains active in the aviation industry.

Wöhr has also made a mark in hospitality: In 2013, he acquired Gold Inn AG and transformed it into the Dormero Hotel Group. Even in his 70s, he remains an active investor and business angel, supporting promising startups such as Kloster Kitchen, known for its innovative ginger shots.

He sums up his entrepreneurial philosophy in his own words: "I am an entrepreneur and service provider by conviction." This belief is evident in his inspiring speeches—always delivered without a script, always with passion. Hans Rudolf Wöhr is a visionary who has made business history.