

HANS RUDOLF WÖHRL



Entrepreneurial Legend

Hans Rudolf Wöhrl is one of the most active and successful entrepreneurs in Germany. He has built up the Wöhrl clothing chain throughout Germany, at the same time shaken up the German aviation industry and is now also successful in the hotel industry - Hans Rudolf Wöhrl is a true jack-of-all-trades.

After his training as a retail salesman, Hans Rudolf Wöhrl (*1947) founded Carnaby's shops together with his brother at the age of 19. Carnaby's became one of the highest-turnover specialist shops of its kind in Europe. Also with his brother, he took over the parental business of the Wöhrl fashion stores at the age of 23 and ran it for over thirty years until 2002, when he became chairman of the supervisory board of the newly founded Wöhrl AG, which at that time comprised 40 shops. With his entry into Ludwig Beck AG in April 2006, Wöhrl further consolidated his position in the southern German fashion market. In 2008 he retired from the supervisory board and handed over his position to his son.

Besides retail, his second passion is flying. In 1969, he obtained his private pilot's licence and then trained as a commercial pilot, later obtaining his ATPL flying licence for large passenger aircraft. In 1974, he founded Nürnberger Flugdienst (NFD) and sold its shares a few years later; NFD thus merged into today's Eurowings Luftverkehrs AG. In mid-2003 he took over the ailing airline Deutsche BA, which he renamed dba. With determination he reorganised the company at record speed; in 2004 dba was in the black for the first time in its history and soon hired new staff. In August 2006 the sale of dba to Air Berlin is announced. Wöhrl now concentrated on restructuring the holiday carrier LTU, which he took over at the beginning of 2006, in order to establish it as a low-cost long-haul airline. After the restructuring, LTU was also sold to Air Berlin. With INTRO Consulting GmbH, Wöhrl still remains connected to the airline industry. In 2013, Wöhrl finally took over all the hotels of the Gold Inn AG group and renamed them the Dormero hotel group.

Hans Rudolf Wöhrl says about himself: "I am an entrepreneur and service provider by conviction" - this also becomes clear in his lectures, which he always gives without a manuscript. In an entertaining and insightful way, he links his experiences and the lessons he has learned with the everyday business life of his audience.