

HABA FAMILYGROUP reorganizes itself

HABA 2030 - For our children of tomorrow

Bad Rodach, July 20, 2023 - The HABA FAMILYGROUP, encompassing the product brands HABA, HABA Pro, and JAKO-O, is undergoing a content and personnel reorganization to meet the challenges of the coming years.

In recent years, the HABA FAMILYGROUP has experienced significant personnel growth but also felt the impact of the difficult economic conditions resulting from the Covid pandemic. As a response, the company is now reorganizing its content and personnel. The management of the traditional Bavarian company from Bad Rodach has recently established a new executive level, consisting of two additional members alongside Sabine Habermaass, Managing Partner.

Joining Sabine Habermaass as the representative of the owning family are Dr. Mario Wilhelm and Stefanie Frieß, who have been promoted to the executive board. "The economic challenges have strongly affected us as a family-owned company in almost every aspect. We are currently realigning our course to respond as effectively as possible to these major challenges," explains Dr. Mario Wilhelm, Managing Director of the HABA FAMILYGROUP. "Moreover, some decisions made in the past years have proven to be wrong in retrospect. We must admit that. We are now in the process of correcting them with the aim of making our company sustainable for the years ahead."

Dr. Mario Wilhelm (37) had previously worked as a summer worker at the HABA family business before his studies at the University of Applied Sciences Schmalkalden and later at the University of Bamberg. He officially joined HABA in 2010 and was responsible for human resources and legal affairs since 2020. In May 2023, he assumed the company's management.

Since June 2023, Dr. Mario Wilhelm has been supported, especially by Stefanie Frieß (45), who now heads the Sales and Marketing Division. "I am delighted to be able to contribute to the realignment of the company in my new role - even though the current conditions are challenging. The team is closer than ever, and the cohesion here is fantastic," says Stefanie Frieß. "We are focusing on what has made us strong in the past decades. Each product embodies so much experience, passion, and creativity. We do all of this to continue supporting children in their development in the future. After facing some delivery difficulties in the first months of the year, the current order intake gives me great confidence - we are heading in the right direction and it shows that we are on the right path." Before joining the company, Stefanie Frieß held responsible positions at companies such as Adidas or CYBEX. She brings not only extensive expertise in the areas of marketing and product design but also complements the management team with her experience in transformation and strategy.

Following the personnel changes in the company's leadership, the HABA FAMILYGROUP, with its product brands HABA, HABA Pro, and JAKO-O, is currently repositioning itself. The focus is on concentrating on core business and those product groups that have been particularly successful. For the shared vision "HABA 2030 - For our children of tomorrow," the management, staff, and even politics are pulling together in unison.



About the HABA FAMILYGROUP

For over 85 years, the HABA FAMILYGROUP has been supporting families and institutions with high-quality products in the core areas of family life, games, education, movement, clothing and furniture. Under this umbrella, it unites the well-known brands HABA, JAKO-O and HABA Pro. Since its foundation in 1938 by Eugen Habermaass, the HABA FAMILYGROUP, based in Bad Rodach, has been in family hands.

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