

"My heart beats for what we do every day at HABA"

Stefanie Frieß has been leading Sales and Marketing at HABA FAMILYGROUP since June

Bad Rodach, August 02, 2023 - Since June 2023, Stefanie Frieß (45) has been responsible for the Sales and Marketing departments at HABA FAMILYGROUP. The native of Bamberg has held important positions throughout her career, contributing to the strategic development of various business areas of renowned companies. With Stefanie Frieß, the HABA FAMILYGROUP has gained an expert who brings everything to the table to steer the family-owned company back on the path to success.

Strong leadership in challenging times

At the beginning of her career, Stefanie Frieß organized football tournaments for children at adidas, marketed sports shoes, and later designed print advertising materials as a graphic designer. Her search for even more creative impulses led her into the fields of product design and later product management. There, she recently set up the business strategy for individual areas. She played a significant role in building the sports collection at a leading manufacturer of child seats and strollers.

Since July 2022, Stefanie Frieß has been a part of the HABA FAMILYGROUP. Starting as the Head of Brand Management, she has been responsible for the Sales and Marketing departments since June 2023. The mother of four sons is confronted with the challenges that come with balancing work and family. "Raising my children has taught me many things that I can bring to my new role. Above all, a focus on the essentials, clarity, and composure. But courage and implementation strength will also play a major role in the company's future. To succeed in today's working world, a modern and agile leadership culture is also needed, providing a framework for effective action within the

organization. For that, we are taking bold steps forward. But trust and openness are also essential. I firmly believe in that," explains Stefanie Frieß.

Products for the next generations

The HABA FAMILYGROUP, through its brands, creates more space for children in every way. Specifically, wherever they move, develop, and unfold. It is essential to not only understand the needs of children but also to comprehend how parents, educators, and pedagogical professionals can be supported and enriched in their daily work with children through the product portfolio. "My heart beats for what we do here every day. I want my grandchildren to play with HABA products too. That's why I took on this role, and I won't settle for less," says Stefanie Frieß.

More space for children

The HABA FAMILYGROUP focuses on what has made the family-owned company strong over the past decades: products that support and enrich children's development. Through stimulating environments and free play experiences, children develop crucial skills and competencies that they can utilize well later in life. With its product portfolio and services, the company from Bad Rodach aims to ensure that every valuable moment is invested in "our children," as we need more space for children in every way.

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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