

## Speaker Bios



**Peter Windischhofer** is one of the three founders of refurbed. Before founding the company, Mr. Windischhofer worked for several years as a consultant at McKinsey, where he advised large e-commerce companies in Europe. He studied business administration in Vienna, Hong Kong, Shanghai and San Francisco and founded an online rating platform for Chinese language schools during his studies in China. In 2020, he was voted onto the Forbes "30 under 30 Europe" list together with refurbed co-founder Kilian Kaminski. Windischhofer is not only an expert in scale-up start-ups, but also in the field of sustainability and is a vehement advocate of the circular economy and responsible consumption - his mission is to enable people to consume more sustainably.



**Paul Rudolf** is a research associate at Fraunhofer Austria Research GmbH in the Factory Planning and Production Design division. Paul Rudolf's area of expertise and research focus at Fraunhofer Austria are CO<sub>2</sub> / life cycle assessments and life cycle analyses as well as ecological assessments of buildings in the manufacturing industry. Together with Jan Henjes, Rudolf developed a methodology for determining ecological key figures on behalf of refurbed in 2024, which can provide detailed information on the ecological impact of electronic products. This development methodology was verified by an independent third party in April 2024 in accordance with ISO standard 14040/44. Rudolf previously studied automotive engineering at the University of Applied Sciences in Munich and mechanical engineering at the University of Applied Sciences Technikum in Vienna.