



Christoph Frehsee

Palo Alto, California

Global Chief Revenue Officer (since July 2025)

President Tonies USA (since January 2020)



PERSONAL INFORMATION

Year of Birth: 1979

Place of Birth: Kigali, Rwanda

Nationality: American

ACADEMIC CAREER

Master of Business Administration (MBA) from Stanford University Graduate School of Business, USA

Master's degree in Environment and Resources from Stanford University, USA

Diplom in Business and Economics from WHU – Otto Beisheim School of Management, Germany, including exchange programs with a focus on International Business, Marketing, and Operations at L'Université Paris Dauphine - PSL and the National University of Singapore (NUS)

PROFESSIONAL CAREER

Since 2025 - Global Chief Revenue Officer, tonies SE, Duesseldorf, Germany

Since 2020 – President & Managing Director North America, tonies USA, Palo Alto, California, USA

Since 2017 – Adjunct Professor, Stanford University, USA

2019 to 2019 – Entrepreneur in Residence, SRI International, Menlo Park, California, USA

2010 to 2018 – CEO, President, and Co-Founder, Amour Vert, San Francisco Bay Area, USA

2004 to 2009 – Founder, Director, and Co-CEO, MineWolf Systems AG, Germany/Switzerland

RELEVANT KNOWLEDGE, SKILLS AND EXPERIENCE

Christoph Frehsee brings deep commercial expertise and a track record of scaling businesses through disciplined growth, customer-centric strategy, and operational excellence. As Chief Revenue Officer at Tonies, he oversees all revenue-generating functions across all markets, spanning mass retail, digital marketplaces, and direct-to-consumer channels, while aligning global strategies with local execution. Under his leadership, North America has become Tonies' largest and fastest-growing market, driven by a focus on customer lifetime value, product-market fit, and strategic partnerships. Christoph has built and led high-performing cross-functional teams, optimized pricing and unit economics, and blended analytical rigor with creative problem-solving to unlock long-term value and market leadership.