

SHORT PROFILE GERD BITTL-FRÖHLICH



● 08/2019	Company launch BARTENSTEIN ACADEMY GmbH Co-Founder & CEO
● since 2005	Operator of sportsella.com
● 2003	Creating the first E-Signatur Projects with Telekom and MediaMarkt
● 2000	Co-Founder and Vice President Germany of yousports.com
● 1991	First Internet Presence of Sport bittl Munich
● 1987 - 1999	Sport bittl Munich

Gerd Bittl-Fröhlich, born 1965 in Munich, grew up with the sportbusiness in Sport bittl Munich. After finishing school with middle maturity, he did an apprenticeship in the Music Business (1984 - 1986). In 1987 Gerd returned to Sport bittl Munich, He became CEO and stayed till 1999. During this time he developed new brands such as Husky and FEVER. He also created big events like Boarder Contest, German Inline Cup, Blade Night, Action Area Munich, Etnies Skate-Cup, Swatch Boarder- cross etc.) connecting Music Business with sports and styles. The family shop was transformed into a community. Gerd started the first Internet-Presence with Sport bittl already in 1991.

In 2000 he became Co-founder and Vice President Germany of yousports.com - a sport-business-supply-chain which is digitalizing sport-sales-workflows for producer, distributor and retail. The main part of his work contained connecting brands, organisations (f.e. SPORT 2000, INTERSPORT, FEDAS, ASMAS etc...) with internet services, integration ERC systems, strategy, development, sales, training and support. In 2003 Gerd Bittl-Fröhlich was creating the first E-Signature Projects with Telekom and MediaMarkt concentrating on rolling out digital identity/security according to the European legislation.

Since 2005 Gerd Bittl-Fröhlich is the operator of sportsella.com - an e-learning platform for sportsbusiness. The focus is on retail. sportsella is partner f.e. of ISPO, VSSÖ and vds. On sportsella.com/.at/.ch/.it/.fr. are actually trainings 8000 users, 1300 stores. Around 70 Brands are booking trainings on sportsella.com and the other countries.