







Keynote and Panelist Bios

Name	Bio
<p>Timo Bracht 2014 Challenge Roth Champion, IRONMAN</p> 	<p>The seven-time Ironman Champion and current European champion in long distance triathlon is one of the most successful triathletes of the world - especially considering his top results in the Ironman Hawaii World Championships, most recently finishing 5th in 2011. He is also the 2014 Challenge Roth champion.</p> <p>Timo is more than 10 years busy in the professional triathlon scene. His quest for perfection, his strategic thinking as well as his inner strength and mental balance are what make Timo, the father to two children, a highly professional athlete. His absolute strength is the marathon at the end of the race. If it didn't already happen before, by then he will bring the competing athletes to their knees. But Timo's mind goes far beyond the finish line: He always has a good story to tell from his huge athletic knowledge and interest in foreign places.</p>
<p>Jack Caress President, Pacific Sports; President Triathlon Business International</p> 	<p>For more than 30 years, Jack Caress has been producing and marketing participant sports events. He is the founder and president of Pacific Sports LLC, which has produced more than 430 multisport events throughout the world since its inception. Jack is a founding member and chairman of the Board of Directors of Triathlon Business International, and an Operating Partner for VO2 Partners in New York and a consultant for both the Gerson Lehrman Group and Forensis Group. He is also a member of the Los Angeles Sports Council and the Southern California Committee for the Olympic Games.</p> <p>Pacific Sports owns and produces 8 United States Championship races. Currently the firm produces the Los Angeles Triathlon, Rose Bowl Half Marathon, Newport Beach Triathlon (the oldest triathlon in the United States), Brooklyn 15k, Triathlon Eugene, Long Beach Triathlon, the Cleveland Triathlon, and the U.S. Open Triathlon in the Rockwall, TX. Pacific Sports also served as producer of the 1996 World Championships and executive producer for the Dow Live Earth Run for Water which took place in more than 100 cities worldwide.</p> <p>Caress' career in sports marketing and production began at International Management Group (IMG) in Cleveland as a consultant in the Athletics and Fitness Division. This led to the founding of Pacific Sports and the launch of several events as well as ongoing consultation with sports clientele on sponsorships, sports marketing and athlete representation. Prior to IMG, he was a consultant with Touche Ross, & Company where he earned his CPA.</p> <p>Caress has competed in more than 400 participant sporting events including the Ironman World Triathlon Championship in Kona on four occasions. He has provided expert commentary on CBS, NBC, ESPN, Fox and Cablevision Sports and served as Executive Producer on broadcasts for both the Herbalife and Cleveland Triathlons.</p>

<p>Bob De Wolf General Manager Uplace-BMC Pro Triathlon Team</p> 	<p>Bob De Wolf is general manager of the Uplace-BMC Pro Triathlon Team.</p> <p>After obtaining his master's degree in Sport Science he initially started his career in the pharmaceutical sector.</p> <p>After five years in pharmaceuticals, De Wolf decided it was time for a change and moved to Lanzarote to run and manage the test and training center in Club La Santa, one of the leading sport and training centers in the world.</p> <p>Two years later he moved to the U.K. where he worked for adidas as sales manager for their business unit eyewear.</p> <p>At the end of 2012, De Wolf took over as general manager of the Uplace Pro Triathlon Team. In his role he was responsible for the creation and development of the international Uplace-BMC Pro Triathlon Team.</p> <p>De Wolf has participated in four Ironmen competitions and competed in Hawaii as an age group athlete in 2008.</p>
<p>John Duquette Managing Director, blueseventy</p> 	<p>As Managing Director of blueseventy, John Duquette oversees one of triathlon's most iconic wetsuit brands. An industry veteran of 15 years, John got his start at the seminal Super Jock 'n Jill running store in Seattle, WA. John joined the blueseventy team in 2007 in a sales and event support role and has played a part in all areas of the business from sales and marketing to product development.</p> <p>John has been an endurance sports enthusiast for nearly 20 years and has competed in swimming, cycling, triathlon and running races of all distances. Though he now focuses on cycling races, he remains passionate about the sport of triathlon. Having been an athlete, retailer and manufacturer, John's experiences give him a unique multifaceted perspective on the issues involving the sport.</p>
<p>Peter Hurley CEO American Bicycle Group (QR & Litespeed)</p> 	<p>Peter Hurley started his career with The Stanley Works out of New Britain, Connecticut after attending Northeastern University. Peter continued his success becoming a managing partner at Harrison Hurley and Company, a boutique Investment Bank, serving companies in the middle market space.</p> <p>In 2001, at only 44 years old, Peter redirected his life's priorities as he underwent a quadruple bypass and focused his investments on developing positive, and health related projects.</p> <p>Peter purchased American Bicycle Group in 2007 where he remains Chairman and CEO. Peter joined Triathlon Business International in 2014 and became Secretary in 2015.</p>
<p>Prof. Dieter Kempf CEO, DATEV eG</p> 	<p>Prof. Dieter Kempf joined DATEV eG in 1991 as a member of the board in charge of Product and Software development. From 1992 to 1996, he was Deputy Board Chairman responsible for Product Development and Production. Prof Kempf has been Chairman of the Board since 1996.</p> <p>Prior to joining DAVEV, Kempf was at Arthur Young GmbH (later Ernst & Young GmbH), becoming a partner in 1989.</p>

Chris ‘Macca’ McCormack

2x IRONMAN World Champion,
Challenge Roth winner, pro triathlete



McCormack raced his first triathlon while attending university with immediate success, winning two Australian Junior Triathlon Titles. He went on to graduate University in October 1995; but in 1996, flew to Europe to chase his dream and race triathlons internationally. Just one year later, in 1997, he recorded six top-10 finishes in ITU World Cup racing as well as some dominating performances on the tough French Grand Prix racing circuit. He finished the year ranked number one in the world, winning both the 1997 ITU Triathlon World Championships and the 1997 ITU Triathlon World Cup, the first male triathlete ever to win both titles in the same year. McCormack became the first man in history to ever win the ITU World Championships, The ITU World Cup series and be ranked number 1 in the World in a single season. Macca would be ranked ITU World number 1 for more than 26 months in total.

Looking for a new challenge, Macca shifted his focus to Ironman racing where he won in his first attempt at that distance, winning Ironman Australia in 2002. He went on to defend that title in 2003, winning yet again in 2004, 2005 and 2006 as well. Continuing his success, Macca won multiple other Ironman race in Europe, breaking the elusive 8-hour barrier a record 4 times. In 2007, McCormack went on to win the famed Ironman Hawaii World Championship with a time of 8:15:34, including a 2:42 marathon in extreme conditions. McCormack again won the 2010 Ironman Hawaii World Championship as well, securing his place as one of the best triathletes to have ever raced.

Still focused and chasing his dream, in 2012, McCormack won yet another World Title, claiming the ITU Long Course World Championship. With wins in 2013 and 2014 in Italy, Dubai, across the USA and around Asia, McCormack continues to follow his passion and his drive for success remains strong.

McCormack is the author of best-selling book “I’m Here to Win,” and created the high performance training program, MaccaX. In 2013 he was appointed Executive Chairman of Thanyapura Phuket, Thailand’s world-class megaplex.

Jené Shaw

Senior Editor, Triathlete magazine



Jené Shaw is the senior editor of U.S.-based Triathlete Magazine, a member of the Race2Rebuild Challenge Team, a USAT Level 1 certified coach and an age-group triathlete who will race her 6th iron-distance triathlon at this year’s Challenge Roth.

<p>Klaus Preisler Founder/CEO, Lapio</p> 	<p>Lapio, Inc. was founded by Klaus Preisler in April, 2012. Lapio software combines race management, live streamed results, social engagement, photo sharing, and mobile into one, easy-to-use, integrated solution. Headquartered in San Francisco, Lapio software has timed more than 1,200 races with over 800,000 participants worldwide.</p> <p>Prior to his entrepreneurial adventures, Klaus spent 15 years building scalable IT systems for banks and insurance companies. In his later years, he built and sold his own IT company and event company.</p> <p>His passion for the endurance industry stems from years of participating in and managing endurance events. Klaus has completed 8 Iron distance races, founded a successful triathlon club and worked on the timing team for London marathon.</p>
<p>Robert Püestow Strategic Business Development Manager EMEA, ACTIVE Network</p> 	<p>Robert Püestow joined ACTIVE in October 2014 as the Strategic Business Development Manager for the EMEA region.</p> <p>Prior to joining ACTIVE, Robert was working for Lagardère Unlimited in Hamburg, Singapore, and in London as Managing Director of Lagardère’s UK event entity. In Addition to his vast experience at Lagardère, Robert acted as the Event Director of the World Triathlon Series in Hyde Park, London, for 5 years as well as working for the London Organising Committee of the Olympic Games for the Olympic Triathlon.</p>
<p>Gary Roethenbaugh Founder, Multisport Research</p> 	<p>Gary Roethenbaugh, MultiSport Research Managing Director, is a law graduate with over 20 years’ experience in commercial consulting & investigations, research and analysis. Gary regularly manages international teams of analysts delivering consulting projects, market reports, news services, global market & sector insights and information management solutions.</p> <p>Gary previously worked in corporate recovery and investigations for global accountancy firm KPMG and in information security.</p> <p>Founded in 2010, MultiSport Research is a specialist research and consulting firm to the international endurance sport industry. The company was born out of a personal passion for multisport. Immersed in the world of endurance sport, MultiSport Research is committed to delivering the most robust insights on all category trends. The company produced the recent Multisport Market Research project for Triathlon Business International.</p> <p>The company offers a wide range of services – from consumer and market research through to economic impact studies, product and consumer segmentation, pricing analyses, commercial due diligence, branding and strategy.</p> <p>MultiSport Research also produces triathlonbusiness.com, the dedicated news and information site for the international triathlon & endurance sport industry.</p>

Jochen Schmahl

BrandRelationship Consulting



With nearly 25 years of international marketing experience and 28 years of triathlon passion, Jochen Schmahl earned degrees from the University of Mannheim (Germany) and Leeds Metropolitan University (England), both focusing on marketing.

He began his career at a Top 10 American/German advertng agency where he worked in market research. From there, he worked at 3M in the Scotch brand product group responsible for European projects. After 3M, and prior to establishing BrandRelationship Consulting, Jochen served as an international project leader and an international manager for leading marketing consultancies.

Currently, BrandRelationship Consulting is working on marketing projects in the Middle East and China. Since 2002, Jochen has also been a lecturer in sports marketing.

Zibi Szlufcik

CEO, Challenge Family



Born in Poland in 1967, Zibi Szlufcik graduated as a certified Trainer of the German Olympic Sports Federation at the Trainer Academy Cologne in Germany and in addition holds the trainer licenses F / C / B and A. From 1984 to 1990 Zibi was a professional athlete in the national biathlon ski team and from 1990 to 1994 he was manager of a professional cross country ski team in Germany.

From 1994 until 1999 Zibi Szlufcik was setting and managing with a friend the PowerBar business in Europe and from 1999 to 2003 he was European Marketing Manager at PowerBar Europe GmbH and the European Marketing and Communication manager of the PowerBar Group from 2003 to 2006. Latter he developed his own independent business as a consultant to both Nestlé Performance Nutrition and the PowerBar brand as well as an advisor to professional athletes including Andreas and Michael Raelert and Andreas Dreitz. Since 2012 he has been the CEO of the Challenge Family GmbH.

During his career as a professional athlete, Zibi competed in many races in several sports and is a 2x World Champion in Wintertriathlon, had several Top 3 European Championships, World Cup and European Cup results as well as 7 x National Champion and 5 x County Champion titles in cross country skiing, biathlon, duathlon, running and winter triathlon.

Zibi's personal vision: "To provide exceptional expertise and integrity to both clients and the company or brand I represent. In order to be one of the top performers in the SPORT industry, I'm FULLY committed to optimizing and enriching active lives. I play to win."

Felix Walchshöfer

Race Director, Challenge Roth



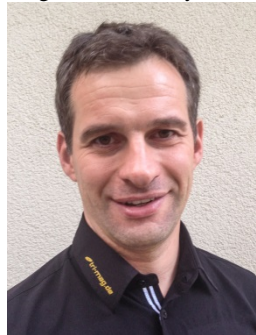
The driving force behind the Challenge Family, Felix Walchshöfer has grown the “family” to 47 races around the world.

Named as one of the “Most Important People in Triathlon,” by *Triathlete Europe* magazine last year, Felix Walchshöfer heads a series of races with many unique features including: athletes being encouraged to cross the line with their family members; events allowing participants to compete as a relay team; inclusion of a festival of other events such as 5K fun runs and parties as part of an event; and instead of flying in their own staff, the Challenge races pull heavily from local clubs and municipal groups for volunteers and staff.

In keeping with Felix’s goal of raising the Challenge brand and focusing on producing superior events, in 2014 Challenge Family announced its joint venture partnership with the Rev3 Series and the Challenge Americas Championship that kicks off in May 2015 at Challenge Knoxville. Challenge followed this in December with an announcement of the Challenge Triple Crown, a series of three half-distance triathlons - Challenge Dubai, Challenge Oman and Challenge Bahrain. Dubai and Oman will have significant prize purses while Challenge Bahrain will make history with a Triple Crown Grand Final prize purse of US\$1 million.

Frank Wechsel

CEO spomedis GmbH, Triathlon Magazine Germany



Frank Wechsel was planning to become a doctor and passed his medical exam in 2001, but along the way he decided it was more important to motivate people to stay healthy instead of curing sick people.

He founded the spomedis publishing company in 2000. Based in Hamburg, spomedis employs 20 full-time people and 50+ freelancers. The company publishes three triathlon magazines: “Triathlon“ (12 issues/year), Triathlon Training“ (6 issues/year) and “Triathlon Know How“ (2 issues/year) with circulations of 25,000 to 35,000 copies and 40,000 Facebook fans. Its website URL is www.tri-mag.de. The company also publishes the SWIM magazine (6 issues/year), website is www.swim.de.

In the book publishing segment, spomedis publishes about 15 books per year, including the best seller "Die Laufbibel“ (The Running Bible; 100,000 copies sold) and our latest book "Die Triathlonbibel“ (The Triathlon Bible).

On August 1, 2015, the company is opening its new spomedis academy with facilities for classes, workshops and panel discussions, and a laboratory for running and cycling tests.

Frank worked as an ITU Official Photographer in the ITU World Cup Series from 2003 to 2008. He covered 5 Olympic Games as a photographer. He won 2nd prize in the category “Sports Action” in the 2008 World Press Photo Awards, the world’s most important photo contest, with an underwater shot of the lead pack in the ITU Rhodes Triathlon World Cup.

Frank was the German Champion in 24h swimming in 1994 (60.65 km in a 25 meter pool) and qualified for Kona in Roth in 1996 with a time of 9:11. He finished Kona the same year in 10:04. He promised to come back and close that 4 minute gap, but it never worked out.