

## Manuel Siskowski, Founder and CEO of WIESEMANN 1893



Manuel Siskowski is a Frankfurt based entrepreneur and ecommerce expert. He started his career as a product and strategic marketing manager in the medtech industry working in Germany, France and Malaysia. In 2015 he founded THE FABELHAFT GROUP to develop digital brands and commercial business models. With the company's most prominent brand WIESEMANN 1893 he aims to build the leading digital tool brand.

As a guest author for Warenausgang, a keynote speaker and an interview guest Manuel is recognized as an expert in his field of digitalization, Amazon FBA, and digital B2B commerce. Manuel has been named one of the 12 leading direct-to-consumer experts by INTERNET WORLD in 2021.

Manuel graduated with a Master's degree from Durham University.