

Press Release:

Wirelane is further strengthening its leadership team

Starting in June, Leif Huff is joining the Wirelane team as Chief Design Officer

Berlin, Munich, 31st May 2021 – Until recently, Leif was a Partner at the leading global design and innovation company IDEO in Munich and New York. Over his 20 years with the company, as founding member of IDEO GmbH in Munich and Executive Managing Design Director, he has created innovation strategies, design languages, and award winning products and services for renowned international companies like Ravensburger, Lufthansa and Kärcher. He has been passionate about sustainability since the beginning of his career and he has helped clients move to a Circular Economy model.

As a human-centered design expert, and known for always searching for creative excellence, Leif brings a clear focus on systems design, and his expertise in the design of holistic user experiences, to Wirelane. As a design consultant to Wirelane, together with the creative team of IDEO Munich, he initially helped develop Wirelane's corporate identity, product design, and the articulation of the company values. Now, in his role as CDO, he will be crucial in further establishing Wirelane as a leading provider of e-Mobility charging solutions. As part of the executive leadership team, and together with a growing design team, he will be responsible for the design of the Wirelane products, experiences and brand communication as well as the creation of organizational systems that will contribute to the company culture.

Constantin Schwaab, CEO: "We are incredibly proud that Leif puts his trust in us as a company. From the very beginning, IDEO's concepts around design thinking were deeply engrained in Wirelane's DNA. Now, it's time to accelerate growth and to take the next step on this amazing journey. Leif is the right person at the right time to lay the foundations for this phase: product and organizational design from a world class expert will help us to further expand our competitive advantage and to attract talent on all levels."

Press Release:



Leif Huff, CDO Wirelane / © Wirelane GmbH

Press Release:

About Leif Huff

Leif Huff, Chief Design Officer at Wirelane, lives and works in Munich. Until recently, he was a Partner at the world's leading design and innovation company IDEO. Leif joined IDEO in Palo Alto in 1992, before moving to the Boston studio where he stayed for two years. Upon returning to his native Germany, he worked for Siemens Design&Messe GmbH before co-founding IDEO Munich in 2001. Passionate about making things real and with a love of design, Leif has created strategies, comprehensive design languages, and award-winning products and services for renowned international and German companies like [yello](#), [Kärcher](#), [Lufthansa](#), [Miele](#), [Ravensburger](#), [Samsung](#) and [Siemens](#). He has served as a guest professor and lecturer of design at FH Munich, FH Aarau, Switzerland, Stanford University, Palo Alto and at Parsons The New School for Design in New York. He teaches regularly at Lund University in Sweden.

Leif holds an undergraduate degree in product design from the Hochschule für Gestaltung in Schwäbisch Gmünd, and a Master of Fine Arts in 3D Design from Cranbrook Academy of Art in Michigan, which he attended as a Fulbright scholar.

About Wirelane

Wirelane is a full-service provider in the field of electromobility and represents a new generation of intelligent charging solutions. Founded in 2016, the company makes charging electric vehicles both easy and available everywhere. The team of 35 under CEO Constantin Schwaab develops charging points for electric cars, along with the backend software needed to power them and applications for the mobility needs of tomorrow. Hardware, management tools and accessibility options are optimally combined with one another.

The product portfolio consists of a comprehensive range of customized products, tailored to the needs and requirements of cities and municipalities, as well as companies in various fields. From its offices in Munich and Berlin, the company works with clients in different sectors, including large corporations such as BMW, Vattenfall and Bouygues, businesses in the tourism industry, and regional councils like the district of Munich.

For more information, visit www.wirelane.com

Contact

Sebastian Bott

Wirelane GmbH

sebastian.bott@wirelane.com

+49 (0) 171 934 70 25

www.wirelane.com

Instagram: @wirelane_gmbh

Facebook: Wirelane GmbH

Twitter: @wirelane

LinkedIn: Wirelane GmbH