



Isabelle Hen-Wollmarker
Head of Red Bull Media World, Red Bull AG

Isabelle Hen-Wollmarker is in charge of the Red Bull Media World since 2018, where she oversees the exhibition, events, content and its academy program.

Before Red Bull she held positions at Localsearch as Chief Marketing Officer, at Swisscom TV as head of the IPTV offering TV 2.0 and its online news portal Bluewin, at Google as Head of Marketing Austria & Switzerland, at AETN as Head of International Marketing for The History Channel and other thematic channels. Her career started in Television working in Marketing for Premiere, Germany's first Pay TV channel.

Half French, half Austrian, Isabelle grew-up in Paris. She holds an MBA Essec-Mannheim. She lives in Zürich with her husband and 2 children.