

FOUNDER & CEO

PATRICK BALES

Patrick founded Stoyo at the age of 24 after having worked with several companies within the Berlin startup scene, including Project A Ventures and Bonaverde. He grew up in Mayen, a small town close to the famous Nürburgring and studied management at WHU - Otto Beisheim School of Management, Singapore Management University and Nova School of Economics in Lisbon. Stoyo's fast growth and innovative, data-driven approach to creation has led Germany's leading advertising publication, W&V, to label him "the shooting star of the marketing scene".

Stoyo