

Komoot Hires Fiola Foley to lead international PR & Communications

BERLIN, Germany — Berlin based cycling & hiking navigation startup, Komoot, continue their international expansion strategy rollout by hiring bicycle industry veteran Fiola Foley as international PR & Communications lead. Foley spent the last 4 years at BMC as Head of Global Communications. Her multi faceted professional experience also includes leading communications for Zürich software development shop Appway & renowned jewelry brand Swarovski as Social Media Manager.



"We're elated to announce Fiola as the latest addition to the team at komoot. We first worked with her in the past on a BMC & komoot collaboration and have long admired her ability to ensure a brand's messages resonates with riders globally."

— Tobias Hallerman, co-founder at komoot

Foley will focus on media communications and public relations for komoot as they continue to acquire users beyond their home markets of Germany, Austria & Switzerland.

"I've watched Komoot gain traction internationally for several years now. I'm eager to leverage my background and passion for exploration to help the company grow and tell their story globally"

— Fiola Foley

For millions of people every month, komoot is the key to the great outdoors. From intrepid explorers and experienced off-roaders, to those who just bought their first racing bike, komoot's route building technology allows everybody to better find, plan and live great outdoor experiences. Read more about the app here:



Komoot expands their pursuit of the perfect route globally

About komoot

As Europe's leading outdoor app, komoot enables more than 3 million cyclists and hikers worldwide to experience more of the outdoors. Since launching in 2010, komoot has become renowned for its unique cycling, hiking and mountain biking route planner, turn-by-turn voice navigation and high quality topographic offline maps. Komoot has repeatedly been awarded as one of the best apps by both Google and Apple. International brands and successful tourism destinations partner with komoot to deliver inspiring content, personalized routes and navigation technology to their customers.



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