

A woman in athletic gear is running on a dirt path in a desert canyon. She is wearing a pink shirt, black shorts, a white cap, and a backpack. She has her arms outstretched and is holding a water bottle. The landscape is rugged with layered rock formations and a cloudy sky.

Hi, I am Christina.

This is my story.

Christina Rittchen * christina@startupyourlife.at * +34 711013047 * startupyourlife.at
[linkedin.com/in/christinarittchen](https://www.linkedin.com/in/christinarittchen)



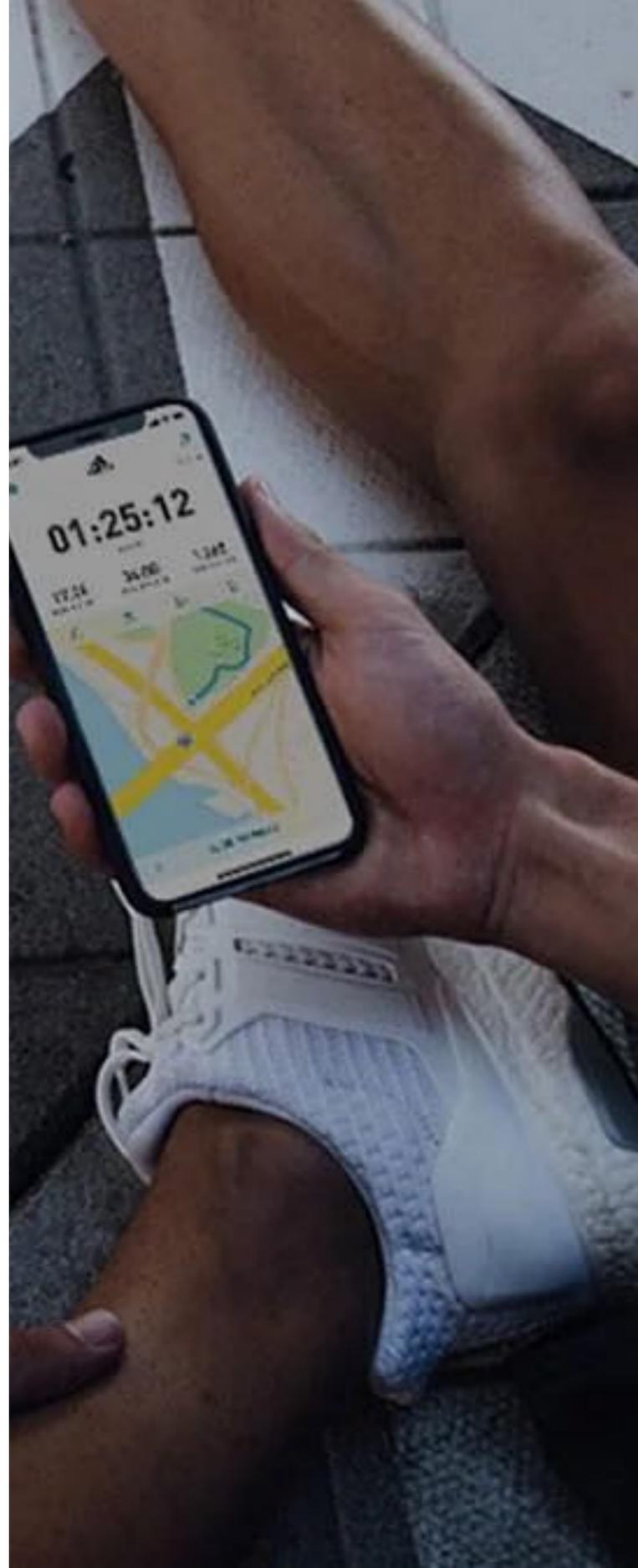
I am a Tech Enthusiast by Day & Ultra-Runner by Passion.

This is what
AI would tell you about me



ChatGPT4o: Based on what you know of me, draw a picture of what you think my life is like.

For the past **15 years**, I've been working in marketing developing digital products for some of the world's leading sports brands.



With nearly two decades of experience in digital innovation, I have led cross-functional teams to **develop and launch impactful digital products.**

I have worked closely with product, content, and UX teams, as well as development, to craft engaging user experiences that drive real behavioral change.



Bridging Innovation, HealthTech, and Human Potential

*„When we move our bodies, we also gain mental agility –
the first step toward a more active, fulfilling and healthy life.“*



My life revolves around movement—both professionally and as a passionate sports enthusiast.

I believe in the Power of Mind and Movement

With my additional background as **certified Psychological Consultant and Master in Mental Strength Coaching**, I guide individuals with science-backed methods to build resilience, confidence, and embrace true potential.





In 2024, I ran the **Marathon des Sables in Fuerteventura: 120 km** in three days, sleeping in the desert and carrying all my gear—an unforgettable adventure. **The best part?** Connecting with passionate, like-minded souls and finishing a goal I had worked toward for three years.

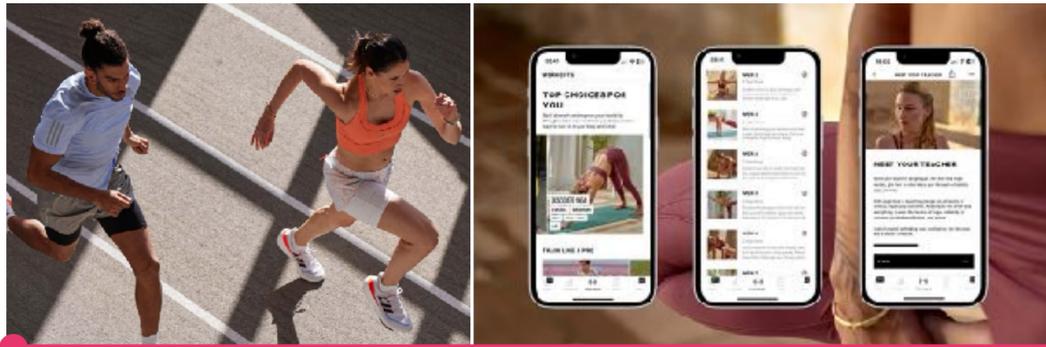
Creating Lasting Impact - My Leadership Style

Making the impossible possible and giving wings to people - not only claims from the companies I have worked for, but my approach when it comes to developing digital products and services with my team - from 4 to 40 team members.

This mindset drives my ultramarathon training and leadership approach, fostering growth, resilience, and high-performance culture.

Above all, empathy and fun matter

2020 - 2024



adidas runtastic - Holistic and adaptive Training plans

- ★ Creating three brand new holistic training programs for adidas Training app.
- ★ Collaborated with adidas athletes on biggest content production of runtastic.
- ★ Drove adaptive training plans for running, integrating an Ai approach.

Highlight: Developed Adidas' sports science content strategy, driving over 50M app downloads.

2016 - 2018



Wings for Life World Run App

- ★ Global Digital Lead for the digital platform, including app development and live experience.
- ★ Leading a team of 40 people during event with a masterplan on running the live event app with >150K people running at the same time around the world.
- ★ Generating live user generated content and deliver TV production with assets.

Highlight: Delivering organic campaign with Red Bull Athletes/Influencers generating 22 Mio reach.

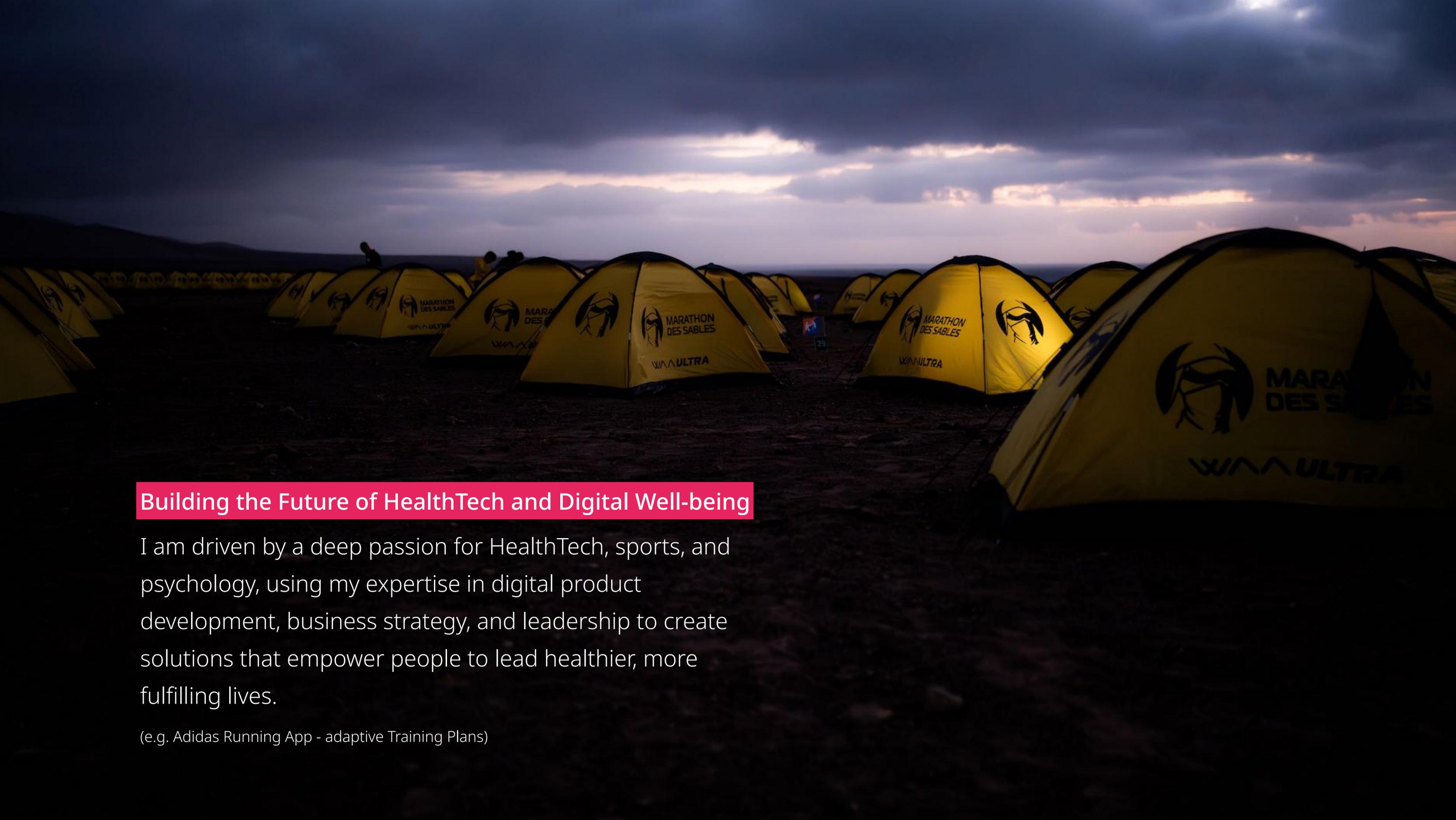
2014 - 2015



Red Bull Air Race Digital Live Experience

- ★ Grew the organic fan base by 294%, relaunched the website as a news portal in just 6 months, and activated a mobile game that reached 9 million downloads.
- ★ Delivered global digital strategy and executed with local markets.
- ★ Developing partner integration concepts.

Highlight: Survived a typhoon and an earthquake in one night during an event in Japan—and adapted content production on the fly.



Building the Future of HealthTech and Digital Well-being

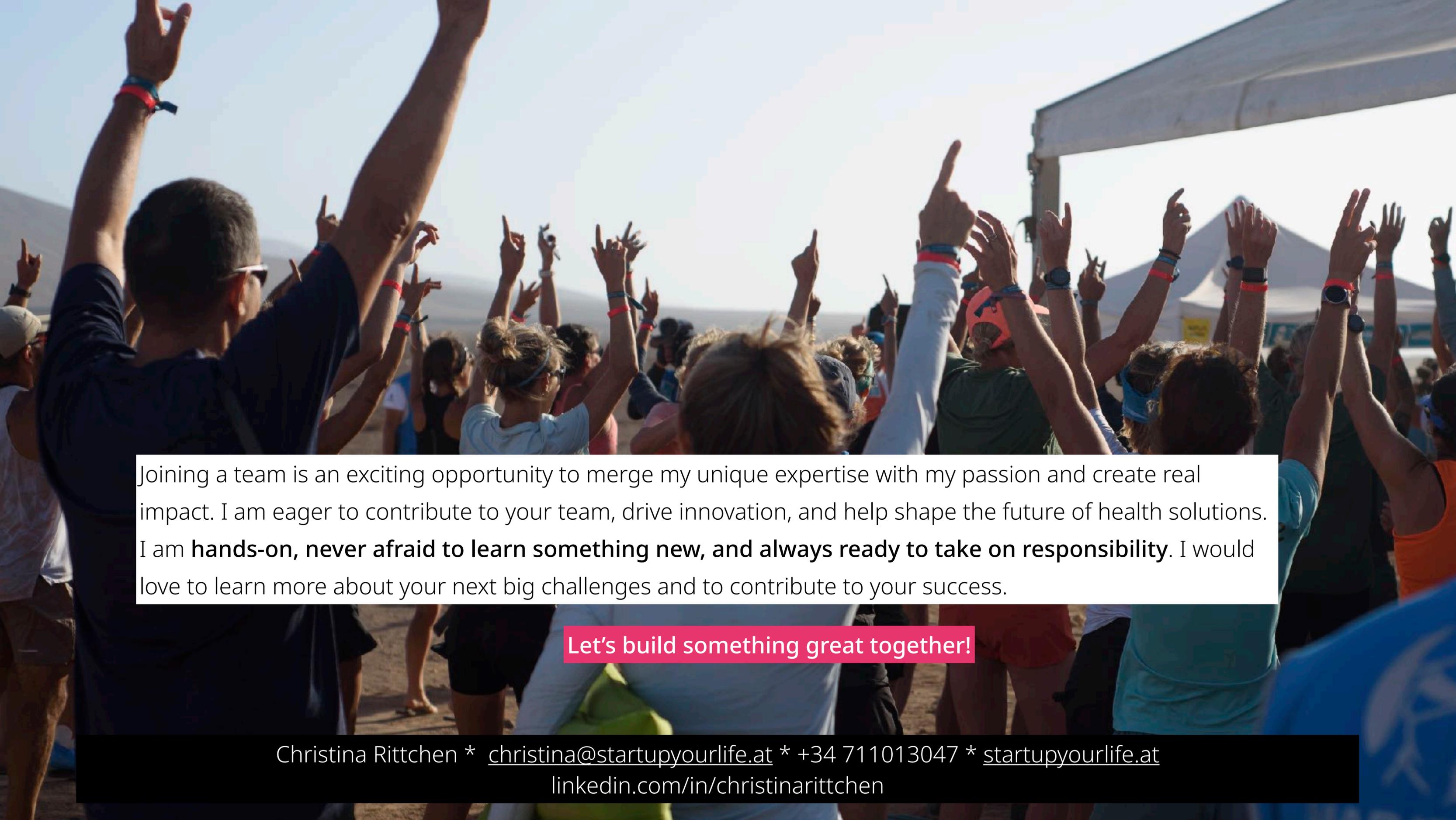
I am driven by a deep passion for HealthTech, sports, and psychology, using my expertise in digital product development, business strategy, and leadership to create solutions that empower people to lead healthier, more fulfilling lives.

(e.g. Adidas Running App - adaptive Training Plans)

I am particularly passionate about the **intersection of HealthTech, data-driven training, and digital wellness solutions**. While preparing for the Marathon des Sables using Whoop, I actively followed trends in wearable technology, AI-driven health insights, and digital therapeutics, using my own experiences with performance tracking to test optimizations firsthand.

2nd day into Racing - 56km





Joining a team is an exciting opportunity to merge my unique expertise with my passion and create real impact. I am eager to contribute to your team, drive innovation, and help shape the future of health solutions. I am **hands-on, never afraid to learn something new, and always ready to take on responsibility**. I would love to learn more about your next big challenges and to contribute to your success.

Let's build something great together!

Christina Rittchen * christina@startupyourlife.at * +34 711013047 * startupyourlife.at
[linkedin.com/in/christinarittchen](https://www.linkedin.com/in/christinarittchen)