



# Felix Wohnhaas

Software engineer and entrepreneur who loves building products for people.

ROLE

LOCATION

CTO at Pricenow Zurich, Switzerland

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*Note: For a structured version of my background, open [cv.mdx](#). You can also find me on [LinkedIn](#).*

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## WHO I AM

Hi, there, glad you are here!

As you are on my website, I assume you are here to learn about me, my work, and my interests.

I have always been interested in building things. It started with building Lego models as a kid. I could spend hours and hours in my grandpa's living room building stuff. Soon thereafter, I got into Minecraft, building whole worlds as a teenager. I was fascinated by the possibility of simply creating things from nothing.

This is also one of the main reasons why I started getting into Games Engineering for my Bachelor's degree. While Minecraft allowed me to build things *within* a game, what I learned in my studies taught me to build the game itself.

During my studies, I started working some jobs as a working student, which eventually got me into web development. I had connected a Raspberry Pi to an OBD port (a port for reading data from a car) and a GPS device to gather fleet data for my companies car fleet.

To visualize the results, I got into Angular.JS and built a dashboard to display the fleet data. From that time on, my love for building for the web was born. Soon thereafter, I started working as a frontend engineer, at a different company called Motius in Munich. I delivered some really cool projects, such as a web-based VISA application app, or app to visualize electricity consumption and their predicted development on an interactive map.

Working at Motius, I got into backend engineering more and more, as I wanted to not only build the interfaces for web apps, but also their business logic. I soon became a team lead for smaller customer projects, leading the full-stack development process. I also built several smaller side projects in my free time, such as a build editor for one of my favorite games at the time.

I finished my time at Motius with my master thesis, where I built a complete issue tracking system on the back of Taiga, as an alternative to the bloated Jira at the time. With more and more teams adopting Linear, I guess I had a hunch back then ;)

After that, I got contacted by Reto, the CEO of Pricenow AG, who was engaged to my cousin at the time. They had just started their company, Pricenow. As the founders were all economists, they started with an external contractor building their platform, soon realizing that they would need to bring their core product in house. Reto trusted me to join Pricenow as a CTO with my limited experience back then, giving me a huge chance and opportunity to apply my skills to lead the technical direction of the company. As a result, I have also gotten into software architecture and infrastructure (DevOps), building Pricenow's whole product from scratch. I have learned a lot along the way, but I am not done and I am constantly looking for ways to improve and grow!

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## WHAT I LOVE DOING IN MY FREE TIME

While I do enjoy learning more about my field of work in my free time as well, I also appreciate spending some time off the screen. I love doing sports and I am very active on the road bike, mountainbike and running, as well as playing tennis. In the winter, I love backcountry skiing and cross-country skiing (skating). Overall, I am a huge fan of the mountains and being in the nature to recharge my batteries.

Doing sports also gives me a lot of time to think clear my head, which eventually helps me take better decisions. Sometimes, it is important to take a step back to move forward ;)

To me, a healthy lifestyle also means spending time with my friends and family, which luckily I can usually combine with the above.

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## WHAT I CARE ABOUT

I love to tackle problems head-on and moving fast. Places where people are not free to voice their opinions and ideas and try stuff out are not for me. Mistakes can happen, but I always try to learn from them and improve. Either way, it is better than being stuck and not trying at all.

It is important to me that I can trust the people around me, just as I expect to be trusted by them. Being able to rely on my team gives me the confidence to take tough decisions and also take responsibility for them. I am convinced that a team works more efficiently in an environment where everyone can openly express their opinions.

My work is my passion. This means that delivering high quality work is important to me, and I expect the same for my team.

While I do think KPIs and metrics are important and can provide value, I believe that in the end, they are just tools. I value the gut feeling and opinions of myself and those around me more than any numbers.

Building Software is not just code (especially not these days). It's understanding people, finding clever solutions for complex problems, and delivering value to users. It's being creative and open to new ideas. It's a constant journey of learning and improvement.

Building Software is an art.