



DR. FABIO LABRIOLA

CO-FOUNDER PRECISION®

Fabio Labriola is an entrepreneur at heart. After studying Business Administration at the European Business School (EBS) in Oestrich-Winkel and earning his PhD in Innovation Management at TU Freiberg, he founded fashionette, a highly successful fashion e-commerce company. As CEO, he led the business for many years, scaling it into a publicly listed company while gaining extensive experience in financing, operations, and organizational growth.

With Precision®, Fabio now focuses on a mission that is personally meaningful to him: sustainable nutrition and responsible food production. His goal is to reduce CO₂ emissions and establish a new category between traditional dairy and plant-based alternatives. At Precision®, he is responsible for Sales, Finance, and Operations, ensuring efficient processes and reliable product availability in retail.



PHILIPP VON PLATO

CO-FOUNDER PRECISION®

Philipp von Plato is an experienced entrepreneur with a strong track record in building and scaling innovative business models. After studying Business Administration in St. Gallen, he worked for five years at the global management consultancy McKinsey & Company before co-founding InterNations – the world's largest network for expats – which he successfully grew and sold to New Work SE. He then served as Co-CEO of Westwing, where he played a key role in scaling the company internationally. Today, Westwing is a publicly listed company and one of Europe's leading e-commerce brands in the Home & Living sector.

Driven by his passion for the environment, Philipp is now focused on the intersection of nutrition, sustainability, and brand building. With Precision®, he aims to revolutionize the dairy market with a new, climate-friendly generation of milk products. He contributes his expertise in product development, consumer research, and brand strategy – always with a keen eye for taste, quality, and healthy nutrition.

PRESS CONTACT

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MALTE ZEECK

CO-FOUNDER PRECISION®

Malte Zeeck is an entrepreneur with nearly two decades of experience in building international brands and communities. After studying Business Administration with a focus on Media and Communication Management in St. Gallen, as well as in Milan and São Paulo, he began his career in journalism, including at German news channel n-tv. These experiences shaped his expertise in communication, storytelling, and brand building. In 2007, he founded InterNations, which has since become the world's largest network for expats. Under his leadership, the company developed into a profitable, internationally operating player that he led for many years and successfully sold to New Work SE (XING).

At Precision®, Malte drives the mission of rethinking milk and creating a sustainable alternative that combines animal welfare, health, and consumer expectations. As Head of Brand, Marketing, and People & Culture, he brings his background in entrepreneurship, media, and community-building to strengthen Precision®'s identity, communication, and team culture – ensuring the brand enters the market with clarity and credibility.

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