



Who's Behind Babbel?

Babbel.com, the online platform for easy language learning, is run by the company Lesson Nine GmbH. This young firm is located in the appropriately multilingual Berlin neighborhood of Kreuzberg. Currently there are ten full-time employees and more than twenty freelancers working for Babbel.com.

Making Language Learning Fun

Before founding Babbel.com, for four years Lorenz Heine, Markus Witte, Toine Diepstraten and Thomas Holl were colleagues at Native Instruments, a leading manufacturer of audio software. At this international company they often encountered other languages. But they noticed that learning or reviewing often remained wishful thinking, as in traditional language classes individuality and fun are lacking. There emerged the idea of making it easier and more attractive. In August 2007 they founded Lesson Nine, and by January 2008 Babbel.com was already online. Since then over 500,000 users have registered for Babbel worldwide.

The Babbel.com Founders and Management Team

Lorenz Heine (36) – Managing Director of Finance and Product Development. He was in 1996 the co-founder of Native Instruments, and Director of Finance there for seven years. He brings to Babbel extensive experience with a successful venture.

Markus Witte (39) – Managing Director of Marketing and Operations. With an academic background in cultural studies, he was for six years a Manager of Online Marketing and IT. He also brings didactic and pedagogical capabilities to Babbel.com thanks to his university teaching experience.

Toine Diepstraten (35) – A graduate in information technology, at Babbel he is responsible for server development. He has ten years experience as a software developer and was recently working independently in web and mobile applications.



Thomas Holl (34) – Manages client development and support. During his IT studies he was Toine Diepstraten's partner in creating d-lusion interactive media, which they partially brought to Native Instruments. Recently, he was for two years an IT Consultant for Accenture.

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