



MARTIN POS
FOUNDER AND CHAIRMAN OF CYBEX
CEO OF Goodbaby International Holdings Limited

Martin Pos is the founder of the German brand CYBEX, a leading global brand of car seats and technical lifestyle products for parents and children.

Born 1970 in Prague and being a former competitive athlete, he began his professional career in 1993 at Concord, a German manufacturer of child car seats, holding the position of Global Sales and Marketing Director and eventually led the company as Managing Director.

In 2003 he started his own entrepreneurial career by founding Columbus Trading Partners, a business specialized in the distribution and marketing of baby products throughout Germany and Austria.

Then in 2005, he founded CYBEX in an effort to pursue his mission to create products characterized by modern design, innovative technology and smart functionality.

With over 30 years of industry experience, Martin Pos significantly impacted the juvenile industry thanks to his unwavering ambition to challenge the status quo and determine new industry standards.

His vision was always to offer the best and safest child car seats in the world motivated by the fundamental belief that safety should not be a luxury available to few. In addition, he aimed to develop a full offering of strollers and interiors that families could seamlessly integrate in their lifestyles without comprising fashion or design.

Through its unique focus on design, safety and functionality, CYBEX rapidly evolved into an industry leader having won over 450 awards for safety and design from several organizations such as Red Dot and ADAC.

The company currently operates in over 120 countries and counts approximately 1,000 employees globally.



In 2014 Martin was appointed CEO Goodbaby International Holdings Limited following its merger with CYBEX.

Goodbaby International is a global manufacturer of baby and children's products employing approximately 11,000 people.

In his role as Chief Executive Office for the corporation, Martin Pos is in charge of further steering the global strategy and the evolution of the brand portfolio of Goodbaby.

About CYBEX

For CYBEX, safety, innovation and lifestyle are paramount. The German brand develops products that make everyday living for parents and children safer and more comfortable. All products follow the CYBEX D.S.F. innovation principle, the unique combination of distinctive design, highest safety standards and smart functionality – “for all tomorrow’s people”.

For more information about CYBEX, please visit www.cybex-online.com.

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