

# Focus on...

## Wolfgang Koehnk



Questions answered by Wolfgang Koehnk (Managing Partner, Pickens Selfstorage)

**Q What was your first job?**

Cooking burgers.

**Q Educational achievements?**

I graduated in Business Administration from the University of Munich.

**Q What did you do before getting involved in the self storage industry?**

I was engaged in real estate development.

**Q What was the first car you owned?**

A VW Beetle.

**Q What about your family life?**

I am a father of two; a girl of 27 and a boy of 25 years old.

**Q How old are you?**

I am 57 years old.

**Q When did you get involved with self storage?**

In 2000.

**Q What got you interested in self storage?**

I really wanted to develop an untapped market here in Germany.

**Q On which non-self storage subject would you choose to answer questions on a quiz show?**

Sailing.

**Q Details about your company?**

Pickens Selfstorage now has two facilities in Berlin and two in Hamburg.

**Q Is your company a member of any National Associations?**

Pickens Selfstorage is a member of Verband Deutscher Selfstorage Unternehmen e.V. (the German National Self Storage Association). I have been the President of the National Association since December 2011. Previously, I was the Vice President.

**Q What have you enjoyed most with your company?**

I enjoyed co-founding Secur GmbH in 2007 and helping to create a German self storage brand before selling my shares in 2007. Then, co-founding Pickens Selfstorage in 2007, which created another self storage brand in Germany.

**Q If you had the opportunity to start again, would you have done the same thing?**

Yes, but not as a minority shareholder.

**Q Apart from family and work, what are your main interests?**

Skiing, sailing, travelling and good food.

**Q What type of music do you like?**

Rock music.

**Q What's your favourite type of book?**

Novels.

**Q What's your favourite film?**

The Thomas Crown Affair.

**Q What's your happiest memory?**

After graduation from university, picking up my car in New York City for a four-month tour of the states.

**Q What is the most physically demanding thing you have ever done?**

The Sydney to Hobart yacht race in gale force winds.

**Q What are the things you dislike most?**

Dishonesty and unreliable people.

**Q And, the things you really admire?**

Geniuses like Steve Jobs and my ski-guide with whom I go heli-skiing.

**Q How do you see the self storage industry in ten years' time?**

In Germany and throughout Europe – a self storage facility on every main road in every major city.

**Q What tips would you offer anyone contemplating entry/investment into the industry?**

Do not think short-term.

**Q Do you have a personal message for your colleagues and the people you have met during your career in the self storage industry?**

Yes, focus on quality.