

Solarbildung gGmbH
Steinstraße 39 Rgb rechts, 81667 München

Expert profile

Munich, October 2026

Mike Marqués Teschendorff

Shareholder and Managing Director, responsible for strategy, marketing and partnerships

Engineer, INSEAD graduate, entrepreneur. Mike Marqués has seen large corporations from the inside, founded and advised start-ups, and spent more than a decade winning sponsors for one of the toughest sailing races in the world. Since 2023 he has put that experience into a task that matters to him more than any before: helping young people shape their own energy future.



From corporate to start-up

Mike Marqués Teschendorff was born in Zurich and grew up in Spain, Guatemala and the United States. After a degree in telecommunications engineering at the Universidad Politécnica de Valencia he started out as an engineer and soon moved into commercial roles: key account management at Siemens Mobile Networks, strategy and marketing consulting at IBM across Europe, and building up tyntec, a fast-growing mobile services start-up. In between came five years in Paris and an MBA at INSEAD. He has worked in seven countries and speaks Spanish, German and English fluently, plus French and Catalan.

Fifteen years of sponsorship, thirteen years of start-ups

Then came sport. For four years, up to the 2011/12 edition, he was Head of Business Development at the Volvo Ocean Race, negotiating partnerships for teams and the organiser, closing what was then the largest cash sponsorship deal in the race's history and running the Miami stopover as Commercial Director in 2012. He has been independent since 2013 and has founded, co-founded and advised start-ups ever since: the sports marketing agency EKINOMIOUS, the eVTOL racing series Hover Grand-Prix, investor mandates around DTM, SailGP and the America's Cup, and consulting in the energy sector. Today he continues his sponsorship advisory work under the name SHFT Sports and has taught sports marketing and sponsorship at Munich Business School since 2019.

Why Solarbildung

It was a start-up that led him to Solarbildung: at Solar Options for Schools he met Matthias Schmuderer. When the chance came in 2023 to take the Munich education company out of the group, the two of them took it over together with Michael Fehn and turned it into the independent, non-profit Solarbildung gGmbH. "Young people mostly hear bad news. We want to show them that they are not powerless," he says. The fact that his two sons are exactly the age Solarbildung works with makes it personal.

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At Solarbildung he looks after the things that make a small organisation big: strategy, marketing, funders and international partnerships. He built the collaboration with the funding platform ChangeX and with funders such as ServiceNow, Microsoft and Google, through which schools in Germany, Austria, Ireland, the UK, Sweden, Costa Rica and South Korea receive Solarbildung teaching materials. Youth-led Solar, the programme in which young people plan, finance and build their own PV system, carries his signature. His approach is the same as in sport: listen, build trust, and create partnerships that keep working for both sides for a long time.

Away from the desk

Mike Marqués is a Yachtmaster Ocean, races with his crew on Spain's Mediterranean regatta circuit and skis freeride in winter. He knows what he is talking about because he does it himself. That goes for sport as much as for the energy transition: anyone who has built a solar system with their own hands never forgets how it works.

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