Joram Höfs, founder of CORE Navigator

Biography and interview topics

Press photo available on request via press@core-navigator.com

Short biography

Joram Höfs is the founder of CORE Navigator, a digital assessment for entrepreneurs and business owners. By his own account, he has worked on platforms and digital business models since 2003. From 2012 to 2020 he helped build the digital agency Junge Haie as a co-founder, for most of that time as managing shareholder. The agency grew to 40 full-time staff during that period. He has been working on CORE Navigator since 2025; launch is planned for 2027.

Contents

Short biography 1 · Full biography 1 · How CORE Navigator came about 2 · Interview topics 2 · Note on the information 3

Full biography

Joram Höfs is an entrepreneur and the founder of CORE Navigator. He started out in digital business in 2003, working in e-commerce, publishing and software development. Platforms and digital business models have remained his focus ever since.

In 2012 he and his partners founded Junge Haie, a digital agency that also worked as a management consultancy. There he was responsible for technology and operations as CTO and COO, for most of the time as managing shareholder. By 2020 the agency had grown to 40 full-time staff. During those years Höfs tried twice to rearrange his own role in the company. In 2020 he sold his shares and left.

Since then he has worked independently again, mainly on product and master data projects (product information management and master data management) for large corporations and mid-sized companies. The work covers data models, integrations and migrations, as well as AI and automation. In 2023 he gave a talk at B2B Marketing Days on artificial intelligence built on product data, and appeared at DMEXCO on the same topic that year.

He has worked with assessments since 2017/2018, first as a user. In 2020 he began developing assessments of his own. Since 2025 he has been working on CORE Navigator, which links a personal CORE profile with Sprints & Checklists for everyday business and is aimed at entrepreneurs, business owners and managing directors. The provider is LEGENDS LIVE FOREVER LLC, of which Höfs is Managing Member. CORE Navigator is planned to launch in 2027; until then, a waiting list is open.

How CORE Navigator came about

As managing shareholder of Junge Haie, Joram Höfs faced the question of what role he himself should play in his own company. Twice he and his partners tried to rearrange that role. By his own account, the responsibility came back to him both times. In 2020 he sold his shares and left the agency.

By then he already knew assessments from the user's side, having worked with them since 2017/2018. In 2020 he began developing his own instruments, starting with stress and mental strain at work. Much of what he examined, he says, he recognised from his former teams: the causes rarely lay with the individual alone, but often in how work was organised and how people dealt with each other.

Work on CORE Navigator began in 2025. The product starts with the person who runs the business rather than with processes or organisation charts. A free QuickCheck is the entry point. The personal CORE profile then describes how the person works as an entrepreneur, including how they handle decisions, leadership and collaboration. It is based on the user's own answers and describes only the person who completes the questionnaire. Sprints & Checklists turn this into individual steps in day-to-day work. From the user's point of view, the aim is a business that depends less on the owner stepping in all the time.

Interview topics

One's own role in a growing company. Höfs can describe how, as managing shareholder of a growing agency, he tried twice to rearrange his role, and what led him to leave in 2020.

When the business hangs on the owner. From an owner's perspective he can explain where delegation tends to stall in daily work and which decisions owners often keep to themselves without good reason.

From assessment user to assessment developer. He can talk about using assessments from 2017/2018 onwards, building his own from 2020, and where he sees the limits of such instruments.

What a personal profile can and cannot do. Höfs can explain why an individual profile is neither a suitability assessment for job candidates nor a team analysis, and how its pointers are meant to feed into Sprints & Checklists.

Entrepreneurs building tools for entrepreneurs. Using CORE Navigator as the example, he can discuss how to separate one's own experience from what other owners need, and how he intends to tell whether the product is useful to others.

Interview requests: press@core-navigator.com

Note on the information

Career stations, roles and headcount are based on information provided by Joram Höfs. The 2023 B2B Marketing Days talk is documented in a third-party report, the DMEXCO appearance by the exhibiting team naming him, and his role as Managing Member by the CORE Navigator legal notice.

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