



Short Vita Dr. Florian Heinemann

Florian Heinemann is a founding partner at Berlin-based early stage VC Project A, where he is responsible for marketing, CRM and business intelligence. Prior to his current role, he was a managing director at Rocket Internet (2007-2012). At Rocket, he was instrumental in building Zalando, Global Fashion Group and eDarling/Affinitas.

Prior to Rocket, Florian was co-founder/managing director at JustBooks/AbeBooks (1999-2002, exit to Amazon) and a co-founder of the online marketplace antibodies-online.com. Florian has been an investor and business angel in close to 100 startups including Trivago (seed investor), Zalando (founding investor), Home24 (founding investor), CityDeal (founding investor), Audibene (seed investor), Affinitas/eDarling (founding investor), ClassPass (early stage investor), Mimi (seed investor), Bitbond (seed investor) and Movinga (early stage investor). Moreover, he has been a member of several boards, e.g. of Internet Stores and About You.

Florian holds a PhD in innovation management and entrepreneurship from the RWTH Aachen and a Master's degree in business administration from WHU Koblenz. He has been a visiting scholar at the Wharton School and a fellow of the German National Merit Foundation.

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