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## ANDREAS WINIARSKI



### Former Head of PR of Rocket Internet

Andreas is a passionate media guy. He is expert on digital transformation and start-ups.

Andreas studied economics supported by Schering AG and communications, history and politics with a scholarship from the Konrad Adenauer Foundation.

Before joining Rocket, Andreas worked for the Chief Editorial Staff of BILD, Europe's largest newspaper. He was Press Spokesman at Axel Springer SE and has worked for Global Public Relations at Bayer Schering Pharma AG. Until October 2015 he worked with Rocket Internet SE as Senior Vice President Communications as well as Founder and Managing Director of their communications agency RCKT Rocket Communications. As Managing Partner of Hering Schuppener Consulting he headed the digital corporate communications and transition unit of the consulting agency. Since the beginning of 2017 he is partner of Earlybird Venture Capital, helping the company to scale startups. Furthermore he remains Senior Advisor of Hering Schuppener. Andreas Winiarski has been working as an independent consultant for outstanding founders and funds since 2021. He works with some of the internationally most successful tech start-ups and scale-ups, helping them to gain attention and capital. His consulting spectrum includes strategic communication, public relations, CEO positioning, branding, financial communication in the context of fundraising rounds, SPAC, IPO and M&A.

As a keynote speaker, Andreas Winiarski not only provides exciting insights into his field of activity and his working environment, but also awakens in his listeners the desire to try something new. He argues in favour of breaking up traditional thought patterns and impressively explains his understanding of disruption and innovation culture. Andreas Winiarski is a remarkable speaker with topics that shape our everyday lives.

#### Topics (Selection):

- E-Commerce as a Global Trend
- Digital Change
- Digitization and Politics
- Young Talents
- Entrepreneurship and Start-Ups