
FLORIAN HOFFMANN



Founder and Managing Director of Berlin's DO School

Florian Hoffmann is the founder and managing director of the DO School in Berlin, New York and Hongkong, a renowned development ground for young social entrepreneurs, working in partnership with major institutions and corporations around the world. Florian was nominated by the World Economic Forum as one of 100 distinguished Young Global Leaders under 40.

Born in Germany, Florian grew up in the USA and Spain. He studied at St Antony's College, Oxford, graduating with a MPhil. (with Distinction) in European Politics and Society, he also studied arts and social sciences at ECLA of Bard College, Berlin's Humboldt University and at Duke University in North Carolina.

In 2008, he co-founded the Swiss Dekeyser & Friends Foundation in Geneva with entrepreneur Bobby Dekeyser and was involved in the furniture company DEDON. Florian was also a shareholder of DEDON Places.

He founded the DO School, with his wife Katherin Kirschenmann, in New York in 2013. The school moved to Berlin, where it is at the heart of the city's thriving start-up culture, in 2014. Florian has worked in social philanthropy and entrepreneurialism in the USA, Europe and Asia for over half a decade. He regularly contributes to ongoing global public debate on social entrepreneurialism and the 'the future of work' and has led workshops, driven by the DO methodology, at US and European universities, such as Columbia, Oxford, the University of Geneva, the Hasso Plattner Institute at Potsdam University and the European Business School. The clients of the Do School include for example BMW, H&M, Covestro, Unilever, Axel Springer, OSRAM, the Hong Kong Jockey Club and the United Nations' Global Compact. The rich diversity of Florian's relationships within the highest levels of business, politics, philanthropy and the arts in his home country has been key to his success.

An advisor to the American Friends of Bucerius, Florian was named a Fellow by the Tribeca Disruptive Innovation Awards in 2015. The following year, he was a recipient of the German government's Land der Ideen Award.

Topics (Selection):

- Age of the DOers- Building participatory and impactful communities
- Shared Values - And how they are becoming mainstream business from impact investing to consumer goods
- Open Collaboration - what we can learn from each other
- Co-creation - successfully co-creating with customers
- Future of Work
- Education to Employment - leveraging multi-stakeholder partnerships in cities to create a 21st century talent pipeline