

## **Martina van Hettinga, née Weiner**

**Birthday:** [REDACTED]

**Residence:** Berlin

**Nationality:** German

**Current position:** Managing Partner, i-potentials GmbH

### **Short bio**

Martina van Hettinga (née Weiner) is Managing Partner at i-potentials, the leading executive search consultancy for entrepreneurs in the German-speaking region. Here she mainly advises digitizing SMEs as well as private equity and venture capital funds. As an expert in venture building and digital transformation, she specializes in C-level placements in the SME and startup industry (post Series B).

Martina has many years of experience in designing leading German tech companies: As operations and portfolio manager with Company Builder and Investor Team Europe, she has been instrumental in building up the European digital ecosystem. In addition, Martina continues to be active as an angel investor as well as a CEO mentor at various leading tech companies.

Van Hettinga studied Business and Communications Science in Berlin, Paris and London. She is a mother of twins and has been a vocal advocate for a better compatibility of career and family life as well as more diversity in company staff and leading positions.

### **Career**

#### **Managing Partnerin und Gesellschafterin i-potentials GmbH | 2014 – heute**

- Leading one of the top executive search boutique in Germany with a focus on entrepreneurship and the innovation economy
- Multi-award-winning consulting approach, including top score in the Wirtschaftswoche executive search consultant listing; German Excellence Award 2020
- Advising digital unicorns & market-leading medium-sized companies on board appointments, including Spreadshirt, A-Z Gartenhaus, LBBW, Mister Spex, Delivery Hero

#### **Investor & Supporter at Cavalry Ventures | May 2016 – today**

- Advice and mentoring for partners
- Investment & Dealflow support

#### **Founder and Managing Director of MaWeVentures UG | April 2013 – today**

- Own investment company for angel investments in SAAS B2B / HR Tech & more

#### **Board Member at Solytic GmbH | April 2018 – February 2020**

<b>Career start</b>	<p><b>Chief of Staff at Team Europe Management GmbH   2011 – March 2013</b></p> <p><b>Executive Assistant at Swerford Holding   2010 - 2011</b></p> <p><b>Study-related occupations at i. a. Siemens Energy &amp; Automation and at the Permanent Mission of Germany to the UN as Assistant Attaché</b></p>
<b>Education</b>	<p><b>Master of European Business, International Management, Finance, Marketing, Business Strategy and der ESCP Business School   2008 – 2009</b></p> <ul style="list-style-type: none"> <li>• Focus on economics and business administration</li> </ul> <p><b>CELSA Paris-Sorbonne   2006 – 2007</b> License 3, Public Relations, Sociology, Marketing</p> <p><b>B. Sc. Media, Communications and Political Science at Freie Universität Berlin   2004 – 2008</b></p> <ul style="list-style-type: none"> <li>• Major in communications and journalism, minor in political science</li> </ul>
<b>Publications (selection)</b>	<p>Van Hettinga, Martina (2022): <b>Weniger Arbeit, mehr Leistung</b>, Tagesspiegel Background Digitalisierung &amp; KI</p> <p>Van Hettinga, Martina (2021): <b>Deutschland braucht eine „Talentstrategie“</b>, Tagesspiegel Background Digitalisierung &amp; KI</p> <p>Van Hettinga, Martina (2021): <b>The battle for the C-level: how scaleups can attract the best digital leaders</b>, Sifted</p> <p>Buchheim, Constanze; Martina Weiner (2014): <b>HR-Basics für Start-Ups</b>, published at Springer Gabler</p>
<b>Mandates &amp; honorary posts</b>	<p><b>Business mentor for plenty accelerators, i. a. Techstars, Startup Bootcamp</b></p>
<b>Certificates</b>	<p><b>Qualified Negotiator, Schraner Negotiation Institute   November 2020</b></p> <p><b>Certified Systemic Coach, artop – Associated Institute of the Humboldt University of Berlin   October 2014</b></p>