

# **MARTINA VAN HETTINGA**

Entrepreneur, Investor, Board Member



## SHORT BIOGRAPHY

Martina van Hettinga is Managing Partner and Shareholder at i-potentials, a leading Executive Search & Leadership Advisory boutique in the German-speaking region. As an accomplished expert in leadership, transformation, and innovation, she primarily advises mid-sized companies during intensive growth and transformation phases, as well as Private Equity and Venture Capital funds.

Her focus lies on creating future-proof organizational architectures and filling C-level positions in leading companies across the DACH region. With her extensive experience, she significantly shapes the selection of executives who not only bring analytical and strategic competence but also act proactively and courageously.

Before her career in executive search, Martina worked as Operations and Portfolio Manager at Team Europe, where she actively contributed to building the European digital ecosystem. This experience shapes her conviction that digital transformation and innovation capability are essential for long-term success, even during times of crisis. Beyond her primary role, Martina is committed to increasing diversity and digital competencies in German leadership bodies. She serves as a Supervisory Board member of Grupa Pracuj, Advisory Board member of Cremanski & Company, and is the founder of the non-profit initiative MoreDiversity.de. Additionally, she is active as an angel investor and CEO mentor for leading technology companies.

## MAIN OCCUPANCY

### **Managing Partner and shareholder i-potentials GmbH | 2014 - today**

- Executive Search & Leadership Advisory for companies in the context of transformation and innovation
- Approx. 20 employees
- Multi-award-winning recruitment and consulting approach, including: annual top marks in Wirtschaftswoche's personnel consultant listing, German Excellence Award 2020, Headhunter of the Year 2018 & 2019

## OTHER ACTIVITIES

### **Founder of MoreDiversity gGmbH | October 2022 - today**

- Non-profit initiative for more diversity in society

### **Supervisory Board mandate at Grupa Pracuj | February 2023 - today**

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

### **Founder & Managing Partner of MaWeVentures UG | April 2013 - today**

## **PROFESSIONAL CAREER**

**Board Member at Solytic GmbH | April 2018 - February 2020**

**Chief of Staff of Team Europe Management GmbH | 2011 - March 2013**

**Executive Assistant at Swerford Holding | 2010 - 2011**

**Accompanying activities at Siemens Energy & Automation and the Permanent Mission of Germany to the United Nations, among others**

## **STUDIES**

**Master of European Business, International Management, Finance, Marketing, Business Strategy and ESCP Business School | 2008 - 2009 (focus on economics and business administration)**

**CELSA Paris-Sorbonne (License 3, Public Relations, Sociology, Marketing)**

**B. Sc. Media, Communication and Political Science at Freie Universität Berlin | 2004 - 2008 (Journalism and Communication Studies / Minor in Political Science)**

## **VOLUNTEERING & CERTIFICATES**

**Mentor at numerous accelerators, including Techstars, Startup Bootcamp**

**Qualified Negotiator, Schraner Negotiation Institute | November 2020**

**Certified Systemic Coach, artop - Associated Institute of the Humboldt University of Berlin | October 2014**