



Dr Florian Holzapfel
Founder, Cantourage GmbH

Florian founded German cannabis company Cantourage GmbH in September 2019 together with industry veterans, Patrick Hoffmann and Norman Ruchholtz. Since then, Cantourage has grown significantly and managed to achieve double-digit market share in the dronabinol segment in Europe.

Prior to this, Florian was founder and CEO of Pedanios GmbH, the market-dominating company for non-EU medical cannabis imports. He sold the company to Canada's Aurora Cannabis Inc. in 2017, at which point Pedanios was the largest wholesaler in Europe with a market share of more than 75 per cent.

Before launching Pedanios, Florian spent six years in charge of solar panel producer Calyxo GmbH and four years as Chief Technology Officer of renewables company Q-Cells SE. He also spent six years as an engagement manager at global consultancy McKinsey & Company in Munich.

Florian started his career in the USA, working quantitative research in the capital markets division of First Union National Bank in North Carolina.

Florian has PhD from Martin Luther University of Halle-Wittenberg in Saxony-Anhalt. He also has a degree in industrial engineering from the Karlsruhe Institute of Technology, completed his MBA at Charlotte in North Carolina and a degree from the University of California, Berkeley.

Press contacts

Kekst CNC
cantourage@kekstcnc.com
Roland Leithaeuser
+49 162 2074 592