



Philip Schetter
Co-CEO, Cantourage GmbH

Philip is joint chief executive officer of German cannabis company Cantourage GmbH, which he joined in April 2021. Under his tenure, Cantourage has developed and launched a disruptive platform. The solution helps non-EU cannabis producers to tackle the complexity of adhering to EU regulation, by easing market access and offering a completely new way of distributing their products to the European and UK medical markets.

Prior to this, Philip spent almost four years at Aurora Europe GmbH, initially as Director to build the European production and distribution network then taking on responsibility as Managing Director for the whole of Europe. Here Philip was responsible for driving and leading the company's expansion in Europe. During his tenure at Aurora, he successfully established the company as market leader in dried flower products in multiple markets, as well as developing Aurora Deutschland which became the dominant force in the largest European medical cannabis market as well as the distribution and manufacturing hub to service all European medical markets.

Before Aurora, Philip led organizational and strategy development at undconsulten in Berlin, a management consulting firm founded and led by former McKinsey partners. He worked across business sectors mainly for DAX30 companies and developed everything from corporate visions and target operating models through to overarching change architectures.

He has a degree in industrial engineering from the University of Karlsruhe (Karlsruher Institut für Technologie) and in economics from the University of Sydney. During his studies, he was a scholarship holder of the "Studienstiftung des Deutschen Volkes".

Press contacts

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



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.

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