



Norman Ruchholtz
Founder, Cantourage GmbH

Norman was one of the three founders of cannabis company Cantourage GmbH, which was established in 2019. Together with Dr Florian Holzapfel and Patrick Hoffmann, Norman launched the company with the vision of making cannabinoid therapies available and affordable in a variety of forms. Since its inception, Cantourage has already established itself as one of the leading European companies in the medical cannabis sector, with a unique business model that has enabled early profitability and immense growth and scaling potential.

Before founding Cantourage Norman established and led the Berlin-based German Institute for Medical Cannabis (Deutsches Institut für Medizinalcannabis). The institute was created in early 2018 as an independent research and educational institution to facilitate simple access for doctors and patients to the ever-growing body of scientific knowledge and practical experience in the burgeoning field of medical cannabis.

Prior to this, Norman developed his medical cannabis expertise between 2017 and 2018 as an exclusive consultant to Aurora Deutschland GmbH, the German subsidiary of Canada's Aurora Cannabis Inc., working in the spheres of expansion and location planning. During this period Norman was responsible for project management for tenders, notably leading the winning tender for Germany's Federal Institute for Drugs and Medical Devices (BfArM), as a result of which Aurora was allocated five cultivation lots.

Norman also has deep experience and a proven track record in strategy consulting. Between 2009 and 2017 he served managing director of Riedel & Cie. Consulting, focusing on the areas of real estate project development, cash flow modelling and M&A due diligence. He also spent two years as a management consultant at KPMG AG, specializing in the area of mergers and acquisitions.

He studied business administration at Berlin's University of Applied Sciences (Hochschule für Technik und Wirtschaft Berlin) and graduated 2007.

Press contacts

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