



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 undconsorten 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

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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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Patrick Hoffmann
Founder, Cantourage GmbH

Patrick founded Cantourage GmbH, now a leading European cannabis company, together with industry experts, Dr Florian Holzapfel and Norman Ruchholtz, in September 2019.

Since its founding, Cantourage has actively established itself as a key player in all relevant medical cannabis segments and the price leader in the German Dronabinol market. The company is also revolutionizing the European medical cannabis market by operating a platform that helps non-EU producers to tackle the complexity of adhering to EU-GMP guidelines, significantly easing of market access and offering a completely new and enhanced way for them to distribute their products.

Before founding Cantourage, Patrick established Pedanios GmbH, Europe's first wholesaler focusing on medicine for cannabinoid therapy, which he also started with Dr Holzapfel. Patrick was managing director for more than three years before selling the company to Aurora Cannabis Inc. of Canada in 2017, where he went on to become managing director for Germany. During his career in medical cannabis, Patrick has GMP-certified four cannabis facilities.

Prior to this, he spent a number of years working in account management for multinational telecommunications company Telefónica and at BEKO Käuferportal, Germany's largest brokerage platform for capital goods and services. He also led SME sales for Vodafone in Germany between 2008 and 2011.

Patrick has an MA in political science from the Ludwig Maximilian University of Munich (Ludwig-Maximilians Universität München).

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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.

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