

## Press Release

# DIGITAL TRANSFORMATION EXPERT ANDREAS WINIARSKI JOINS EARLYBIRD AS NEW PARTNER

Berlin, 28<sup>th</sup> February 2017 – On 1<sup>st</sup> April 2017, Andreas Winiarski will join Earlybird Venture Capital ([www.earlybird.com](http://www.earlybird.com)) as a partner. The company, with locations in Berlin, Munich and Istanbul, and with over EUR 800 million under management, is amongst the largest venture capital investors in Europe, and, as one of Germany's most experienced VC funds, will be celebrating its 20th anniversary this year.

Earlybird founder and partner Christian Nagel commented: 'We are delighted that in welcoming Andreas Winiarski as a partner at Earlybird, we will gain in him one of the most eminent and recognised leaders within the German digital scene. Andreas has many years of experience in both the startup and corporate worlds, and is one of the most sought-after consultants in the areas of startup scaling and corporate digital transformations. He brings tremendous added value to us and to our portfolio companies. Working with him, we intend to position and expand Earlybird to make us an even stronger partner for Germany Inc.'.

Winiarski will concurrently continue his collaboration with Hering Schuppener and will, in the future, work as a Senior Advisor to assist and advise clients. Following completion of the successful startup phase of the corporate digital hub that he has been working to establish since January 2016, Winiarski will now hand over operational leadership, while still remaining, in his new role, an active participant in its on-going development.

Since January 2016, Andreas Winiarski has been a managing partner at Hering Schuppener. From 2012 to 2015, he was chief spokesperson at Rocket Internet and, as Senior Vice President and Managing Director of RCKT, was responsible for all communications activities for Europe's largest startup group and its portfolio companies. From 2007 to 2012, Winiarski worked for the Axel Springer publishing company as a spokesperson as well as in the chief editorial staff at BILD. In both roles, he helped this print industry giant to successfully transform itself into Europe's leading digital publishing house. Andreas has served as an advisor to the German Federal Government on digital issues. He is a member of the advisory board at cnetz, the digital think tank of the CDU/CSU political parties and was, until recently, a member of the "Young Digital Economy" advisory board at the Federal Ministry for Economic Affairs and Energy.

### About Earlybird

Earlybird is a venture capital investor focused on European technology companies. Founded in 1997, Earlybird invests in all growth and development phases of a company. Amongst the most experienced venture investors in Europe, Earlybird offers its portfolio companies not only financial resources, but also strategic and operational support as well as access to an international network and capital markets. With over EUR 800 million under management, six IPOs and 22 trade sales, Earlybird is one of the most successful venture capital firms in Europe.

Further information is available at: [www.earlybird.com](http://www.earlybird.com), Twitter: <http://www.twitter.com/EarlybirdVC>. LinkedIn: [www.linkedin.com/company/earlybird-venture-capital](http://www.linkedin.com/company/earlybird-venture-capital) or Facebook: [www.facebook.com/EarlybirdVC](http://www.facebook.com/EarlybirdVC).

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