

ERIK HEINELT



Serial Entrepreneur

Erik Heinelt is one of the leading heads of the startup scene. He is founder of four start-ups on three continents and accompanied companies like Zalando and Tirendo on their way to success.

After studying at the European School of Business in Reutlingen, Erik Heinelt (*1987) worked for Rocket Internet AG on the expansion of the Zalando business model, built up the fashion platforms Dafiti and Locondo in Japan and Brazil, and gained valuable experience in the Samwer brothers' business incubator. In 2012 he founded the online tyre retailer Tirendo together with his student friend Felix Vögtle. After only one year Tirendo already employed more than 100 people, expanded into more than ten countries and thus convinced its competitor Delticom to take over the company in 2013 for 50 million euros.

After leaving the company in 2014, Erik Heinelt gives lectures at the European Business School in Reutlingen and passes on his knowledge to potential founders. In 2015, he founded a new company together with Felix Vögtle: askCharlie, an online placement service for service providers. By entering their postcode and their case of need, the users receive algorithms based suggestions for suitable service providers. Since 2017, Check24 has been the majority owner of the start-up, which now operates under the name Check24Profis. Erik Heinelt continues to act as Managing Director.

In 2012, Erik Heinelt becomes co-founder of the Federal Association of German Startups, of which he is also a board member until 2018.

As a digital native, Erik Heinelt provides invaluable insights into the world of "new companies". Digital strategies, digital corporate culture and start-ups are his everyday life, which he brings closer to his listeners in his informative and sustainable lectures as well as internet trends and data driven management. As a member of Generation Y, he is also able to show his audience how his peers tick as customers or employees. The smart entrepreneur impresses with his experiences in a corporate world characterized by extraordinary speed, spontaneity and zest for action.

Topics (Selection):

- Digital Strategies and Competences
- Speed is King - What Digital Champions can Teach Us
- Entrepreneurship