



## **FLORIAN HOFFMANN**

### **Founder, The DO**

Florian is a leading expert in business transformation and lifelong learning. He is founder and CEO of The DO, a global learning institution and catalyst for business change focused on leadership, innovation and sustainability.

Florian is also a serial social entrepreneur who has founded organizations in Europe, Asia and the United States. His work as an entrepreneur and thought leader has been covered in publications including Die Zeit, Financial Times, Washington Post, Brand Eins, and Monocle, and he's spoken about The DO Method at over 40 universities around the world. Florian was named a Young Global Leader by the World Economic Forum in 2017. He also sits on the jury of Germany's Sustainability Awards and the Global Teacher Prize, and is a fellow of the Disruptor Foundation.

Florian's first book, *Our New World* (Murmann Verlag 2022) tracks a new sustainable, innovative economy and the courageous people who drive it. His second book, *5 Gründe, warum die Welt nicht untergeht* (5 Reasons Why the World Isn't Going Under) is forthcoming with Rowohlt publishers in October 2024.

Florian holds an MPhil with distinction from Oxford University and executive certificates from Harvard University.