

## Christian Senitz



### Professional Experience

- Since Oct 2022* *WebID Solutions GmbH, Berlin, Germany*  
*Pioneer of Online Identification and contract signing*
- CFO in charge of Finance, M&A and Investor Relations
- Jul – Sept 2022* *Several finance advisory projects*
- Mar 2021 – Jun 2022* *The Social Chain AG, Berlin, Germany*  
*Global, Berlin head-quartered, social commerce group of brands*
- Group CFO in charge of Finance, Legal, IT/BI, HR, FM and CSR
  - Uplisting to Prime Standard at Frankfurt Stock Exchange completed on 11 November 2021; major acquisition in 2021: DS Group
- Jun 2019 – Feb 2021* *EyeEm Mobile GmbH, Berlin, Germany*  
*Global, Berlin head-quartered, AI based stock photography marketplace*
- Group CFO, MD of Group holding:
- Jun 2012 – May 2019* *Rocket Internet SE, Berlin, Germany*  
*Global, Berlin head-quartered, leading internet incubator and investor*
- SVP Finance International / International CFO and Head of International Investment Controlling (team of 40 people in Berlin)
  - Director of UK based Debt Fund advisor (FCA regulated), Managing director of Corporate VC structure (Global Founders Capital - GFC) and international ventures
  - Supervisory / advisory board member of Investments (eg. Home24, Jumia Technologies, Global Fashion Group)
- Jun 2010 – May 2012* *FREO Group Holding S.à r.l., Senningerberg, Grand Duchy of Luxembourg*  
*Private Equity Real Estate Fund and Investment Manager (CSSF regulated), head-quartered in Luxembourg, investment focus in Germany*
- Director Treasury & Controlling of FREO Group:
- Jan 2002 – May 2010* *Ernst & Young GmbH WPG, Berlin, Germany*  
*Global Big4 audit firm, Berlin office*
- Manager: Audit and Transaction Advisory Services
- Sept 2005 – Mar 2006* *Ernst & Young LLP, New York, USA*
- Secondment
- Sept – Dec 2001* *Arthur Andersen (Shanghai) Business Consulting Co., Ltd., Shanghai, PR China*

## **Education**

|                             |   |
|-----------------------------|---|
| <i>2019</i>                 | <i>Emerging CFO – Executive Course<br/>Stanford University – Graduate School of Business</i>  |
| <i>2007</i>                 | Certified Public Accountant (Wirtschaftsprüferexamen),<br>registered in Berlin, Germany   |
| <i>2005</i>                 | Certified Tax Advisor (Steuerberaterexamen), registered in<br>Berlin, Germany   |
| <i>Sept 1997– Sept 2001</i> | Study at the University of Applied Sciences<br>Nordostniedersachsen in Lüneburg, Germany – School of<br>Business Law; Degree: Diplom Wirtschaftsjurist (FH) |
| <i>Feb – Jun 2000</i>       | Study at the University of Teesside, UK   |

Berlin, May 2023