

Short résumé

Nora Heer

Nora Heer (35) is the co-founder and a managing partner of Loopline Systems, a spin-off from the human resources division of the Berlin-based early-stage investor and company builder Project A Ventures. Set up in 2014, the company's approach is to open up new paths to strategic potential and performance development. With a degree in Media Business Studies and training in systemic coaching, leadership development, and strategic human resources management, Nora Heer began her career working in sales for a fast-growing software-as-a-service provider, the Meltwater Group, helping manage its expansion from 5 to 940 members of staff. In addition to this experience, she is familiar with the challenges posed by employee development from more than ten years, also in established companies (including the publishing house Holtzbrinck) and from her most recent role as Head of Human Resources at Project A. It was here that she, working with Christian Kaller, put her experience to date into creating a dynamic HR approach to performance development: loopline. Originally planned for the 100-person team working for Project A and its ventures, this cloud-based instrument links performance characteristics with individual data about employee potential and satisfaction, supporting managers continuously in their role as coaches. Following the successful deployment and further development of loopline for the enterprise market, in October 2015, the company attracted investment from the VC Fonds Technologie Berlin II, managed by the IBB Beteiligungsgesellschaft (IBB-Bet), the High-Tech Gründerfonds (HTGF), and a range of business angels.

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