leonie ellerbrock

Serial entrepreneur and operator, invested in making AI go well for humanity

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KEY ACHIEVEMENT

I co-founded **Bloom** and took it from idea to **acquisition by Arsipa Group**, the market leader for occupational health and safety in Germany and Austria (2025). Along the way I pivoted the company from employee assistance to OHS compliance, rebuilt the organisation and a team of 15, raised **€2.5M** from VCs and angels plus a **€300k government grant**, and led product, operations and partnerships.

EXPERIENCE

Managing Director, ginione
2025 – 2026

Arsipa Group, post-acquisition

- Led ginione inside the PE-backed market leader for occupational health and safety in Germany and Austria and integrated product, customers and team.
- Managed the transition to become the group's customer-facing compliance automation software for SMEs and enterprises.
- Took over the GTM lead and coordinated cooperation with the CEOs of Arsipa's independent subsidiaries.

Co-founder, Business Development & Operations
2020 – 2025

Bloom · Berlin · exit to Arsipa Group (now ginione)

- Built compliance software that automates occupational health and safety management for SMEs, from idea to acquisition; onboarded 100+ companies.
- Owned product, tech, operations and partnerships; led fundraising (€2.5M from VCs and angels) and public grants (€300k for an AI research project).
- Pivoted from employee assistance (EAP) to OHS, rebuilding product and team each time; hired 30 people in total, with a team of up to 15.
- Initiated a cooperation with VBG, the statutory accident insurer for office-based businesses, to offer one standardised OHS system to its member companies.
- Co-led the company's ISO 27001 certification efforts and ran its GDPR audits.
- Supervised academic projects in cooperation with the Psychology Department of FU Berlin.

Director Business Development & Head of Operations
2018 – 2020

Vivelia

- Scaled a B2B digital mental health platform.
- Owned operations and growth, and data privacy and ethics for software used in psychotherapeutic care.

Manager Business Development & Global Operations
2016 – 2018

Helpling (Rocket Internet)

- Built new service categories and opened new markets.
- Created processes, and identified and led global operations initiatives.

Online Marketing · Project A Ventures
2013 – 2015

AI SAFETY

BlueDot Rapid Grant
2026 · with Nina Untch

Cooperative AI course
Cooperative AI Foundation · Aug 2026

High Impact Career Accelerator
Apr 2026

Technical AI Safety
BlueDot Impact · Apr 2026

AGI Strategy
BlueDot Impact · Sep 2025

STRENGTHS

Building from zero, more than once

Funding from VCs, angels, public grants and AI safety funders

Regulation into practice: 7 years making compliance usable

Strong leadership: led a ~15-person team through a pivot and restructuring

EDUCATION

B.Sc. Business Management
FU Berlin, Germany
2012 – 2016

B.Sc. Psychology
RU Groningen, Netherlands
2009 – 2012

LANGUAGES

German native · English C2
French B2 · Italian B2