

[Lubomila Jordanova, CEO & Founder, Plan A](#)

Lubomila Jordanova is the co-founder and CEO of [Plan A](#), a Berlin-based company developing an end-to-end platform that uses machine learning and science to enable businesses to manage and improve their carbon and ESG performance. She is also the co-founder of the [Greentech Alliance](#), a community of over 1300 startups which are connected to over 500 advisors from VC, media and business. Prior to Plan A, she worked in investment banking, venture capital and fintech in Asia and Europe. She is a BMW Responsible Leader, Marshall Fund Fellow for 2021, 100 Top Women in Germany 2020 (Focus Magazin), Top 50 Women in Tech in Germany 2021 (Handelsblatt), and Obama Leader Europe 2022.

About Plan A:

The end-to-end Plan A platform lets companies measure, monitor and reduce their environmental footprint and improve their ESG performance. PlanA.Earth empowers enterprises to manage their company sustainably by transforming environmental insights into positive business results. The technology behind the software uses insights from the Plan A algorithm which analyses over 300,000 data points to predict and prioritise the most critical environmental issues and the way industries and companies impact these environmental changes.

Social Media

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