

PROFESSIONAL SUMMARY

Experienced executive with career-long record of building/scaling start-ups, business development and new business, and project management success for leading organizations.

Accomplished and results-oriented Executive highly regarded for driving innovation, generating revenue, and heading business development initiatives for both startups and corporations. Dedicated leader with a proven history of building and motivating high-performing teams that surpass all expectations. Known for developing dynamic products and software while expanding businesses into new markets. Organized and a keen eye for detail, with a demonstrated ability to prioritize and manage multiple projects simultaneously. Thrives in fast-paced, collaborative and diverse environments. Led the establishment and business development of several start-ups in complex and international environments.

CORE COMPETENCIES

- Start-Up Building/Consulting
- Project Management
- Technology Solutions
- Stakeholder Engagement
- Business Development
- Continuous Improvement
- Entrepreneurship
- Change Management
- New Business
- Product Development
- Team Leadership
- Agile

PROFESSIONAL EXPERIENCE

HEYFLOW GMBH, HAMBURG, OCTOBER 2023 UNTIL NOW

HEAD OF ENGINEERING

As a pivotal member of the newly implemented leadership team and taking over responsibilities from the CTO and Co-Founder, I spearheaded comprehensive organizational and process transformations within the engineering department. My strategic focus was on scaling the team, enhancing operational efficiency, and fostering a culture of continuous improvement and collaboration.

- Successfully took over leadership of the engineering department, stabilising and revitalising the team after a year-long hiatus in leadership following an unsuccessful attempt to hire a department head
- Executed a strategic reorganisation of the engineering department to enable the scale-up of team size from 8 to 40
- Spearheaded the growth of the Department, doubling its size from 8 to 20 engineers in 4 month
- Developed and implemented a comprehensive career progression framework, introducing "levels and ladders" to promote professional development and recognition within the engineering department.
- Instituted a personal growth and learning program, empowering engineers with continuous learning opportunities and skill development.
- Rolled out a 360° feedback system
- Implemented agile work methodologies, transforming the department's workflow to increase productivity, efficiency, and adaptability to changing market demands.
- Led initiatives to recover and enhance team health, resulting in improved morale, increased engagement, and higher productivity within the engineering department.
- Supported the Series A funding round, which successfully secured \$16 million, underpinning the company's growth and expansion initiatives.

BITLY EUROPE GMBH, GLOBAL, NOVEMBER 2021 UNTIL FEBRUARY 2023

VICE PRESIDENT ENGINEERING

As a member of bitlys Global Leadership Team, spearheading the transformation of two equally sized businesses to one global company. Combining two world-leading feature products (bitly link management and QRCG Pro) to the "Connections Platform", a multi-product platform for bitlys current (three) and (through possible acquisitions) future products.

- Member of the Global Leadership Team and Executive Leader in the EU.

- Continued responsibility for the egoditor products and personnel.
- Managing the post-acquisition merger process for EPD teams.
- Spearheading the EU representation for the US bitizens and “building the bridge” between continents and departments.
- Transformation of two separate EPD organisations on two continents into one global department.
- Developing the path from feature products to a multi-product platform.

EGODITOR GMBH (ACQUIRED BY BITLY), BIELEFELD, APRIL 2021 UNTIL NOVEMBER 2021

VICE PRESIDENT TECHNOLOGY

Being the technology leader on the Egoditor management board, providing the world-leading SaaS solution for QR codes. Transformation of Egoditors culture and working principles to a modern, thriving, agile environment and bootstrapped company into an investment case.

- Grow the Engineering Department from 1,5 Teams to a joint “Product, Engineering & Data”-Department with 6+ cross-functional Teams.
- Providing clear guidance and aligning the tech department with the company’s broader vision, acting as the “bigger picture” go-to person.
- Refactoring of the 12 Year grown monolithic solution to a state-of-the-art cloud-based microservice infrastructure.
- Secure and improve the solutions and sites to meet the needs of Egoditors high growth and internationalization.
- Integrating the recently acquired QR-Code Monkey into Egoditors landscape.
- Representing Egoditor as a tech-driven company in the market vis-à-vis investors, partners, the public, and the press.
- Spearheading the technical due diligence during the successful acquisition through bitly inc.

BERTELSMANN/NOW GMBH, COLOGNE, SEPTEMBER 2020 UNTIL APRIL 2021

DIRECTOR ENGINEERING

Solely responsible for the Engineering of RTL+, a new D2C platform that unites all content of Bertelsmann's portfolio and will inspire, entertain, and connect consumers.

- Joined the Team in a start-up/corporate satellite setup, which was about to be internalised to MG RTL.
- Development and leadership of the new Engineering department for RTL+ until internalisation/merge with MG RTL engineering (including responsibility for staff and budget).
- Responsible for kick-starting the Development process and bringing the departments to momentum.
- Orchestrated a transformative/disruptive project start in a highly fragmented and complicated corporate environment.
- Responsible for short and longtime budget planning and roadmap.

TRAILAR, BONN, MANCHESTER, & BIRMINGHAM, AUGUST 2018 TO FEBRUARY 2020

CTO/CFO

Served as the CTO/CFO for the first and solely successful venture founded within the DP DHL incubator “Start-Up Lab” with the aim of reducing commercial vehicle fuel consumption and emissions by leveraging a thin-film solar technology.

- Brought the prototype solution to a marketable sustainability platform product (hardware and software).
- Oversaw the development and deployment of the aforementioned solution with the ability to adapt to installed environments, report savings to the cloud, and install feature updates via cloud.
- Played a key role in securing €3M in funding and selling 1K+ systems in the first month post launch.
- Spearheaded the establishment of three new office locations in Germany and the UK.

DEUTSCHE POST DHL, BONN, GERMANY, JAN 2013 TO DEC 2018 (MULTIPLE PROJECTS UNDERTAKEN CONCURRENTLY)

OWNER, PAYMENT AND NEW BUSINESS/PROJECT LEAD, JAN 2018 TO DEC 2018

Optimized DHL parcel online payments by identifying key areas for improvement and rebuilding the entire payment infrastructure with streamlined processes and enhanced efficiency.

- Led the selection of payment service providers with a focus on quality and alignment with company goals and objectives as well as defined and negotiated group framework agreements.
- Advisor for various product owners in the department responsible for all B2B and B2C touchpoints.

- Drove continuous improvement and innovation by serving as a Coach & Mentor for the Start-Up Lab and saloodo.

HEAD OF NEW BUSINESS, JAN 2016 TO DEC 2018

Charted the successful development of the New Business department, ensuring continuous success by instilling and fostering a 'Think New Business' mindset and culture.

- Maximized company revenue by identifying and developing new streams based on existing assets.
- Monitored market changes in order to identify and spearhead key opportunities for growth.
- Orchestrated and executed dynamic strategy and business development initiatives for Allyouneed and POSTPAY.
- Liaised with marketing and sales teams to devise cross-functional business development strategies.
- Led a team in investigating and remediating a mobile payment scheme from a sister company which was being utilized in the largest grocery chain in Germany.
- Succeeded in returning several million euros of one payment provider for all DP DHL accounts.

HEAD OF BUSINESS DEVELOPMENT (ALLYOUNEED AND POSTPAY), JANUARY 2013 TO AUGUST 2015**SENIOR BUSINESS DEVELOPMENT MANAGER, JANUARY 2013 TO AUGUST 2015**

Headed strategic price and contract negotiations for payment suppliers partnering with the DP DHL, and responsible for the internal and external rollout of POSTPAY.

- Established and maintained relationships with internal/external partners and handled commercial steering efforts.
- Facilitated all POSTPAY onboarding efforts, including implementation across all DP DHL B2C portals.
- Provided expert consulting services and took the project lead regarding payment for DP DHL new businesses, including mobile payments (Netto/Edeka) and DHL Packstation/Paketkasten.
- Charted the successful development and execution of the international payment strategy for DHL Parcel Europe.
- Represented DHL Germany and POSTPAY and served as the key stakeholder for DP DHL during SEPA initiatives aimed at exchanging experiences and gaining regulatory insights.
- Pioneered dynamic and impactful projects, including the entry into the Austrian market.

UNTERNEHMENSBERATUNG PETER MEIER, NEU WULMSTORF, GERMANY, FEB 2012 TO DEC 2013**INDEPENDENT CONSULTANT**

Liaised with SMB (Stichweh GmbH & Co. KG) and corporate (Henkel, Yapital/Otto-Group) clients to provide expert consulting services related to payment systems.

- Acted as a start-up consultant across all areas of business development.
- Supported continuous improvement and operational efficiency by leading product development initiatives and key projects for both customers and payment service providers.

SECUPAY AG, PULSNITZ, GERMANY, SEPT 2008 TO SEPT 2012**CO-FOUNDER**

Maintained full responsibility for developing the company, including all aspects of software, product development, and project management for secupay AG and other companies of the group.

- Utilized strong technical skills to guide high-impact projects, including the development of a multifunctional system for payment and loyalty transaction processing, scoring engine development and scoring mechanism implementation, and the first German multi-store mobile payment project.
- Raised the key product as payment service provider to a €20M transfer in 2012.
- Developed the software architecture of a universal payment and loyalty framework for Ingenico terminals to use for rapid prototyping and the lean deployment of new card schemes (i.e. Persil Service or Airport Düsseldorf).
- Pioneered the development and management of the company's mobile payment solution.

THERMOTEC GMBH, SCHÖNAU-BERZDORF, NOV 2004 TO SEPT 2008**HEAD OF SALES DEPARTMENT**

Maximized business expansion by developing new heating system products and brands as well as defining high-impact marketing strategies based on industry trends and best practices.

- Transitioned the company's sales strategy from direct end user sales to a multi-level distributor.

- Leadership of the sales team.
- Demonstrated strong expertise in crisis management across production/certification processes, including VDE certification.
- Acquired a license agreement for manufacturing thermotic patented products in China for Focal Point Fires plc.
- Fostered strategic relationships with general importers in various countries, including the UK and France.

CC-SOLUTIONS LTD., GÖRLITZ, GERMANY, APR 2004 TO MAR 2005

CONSULTANT

Planned, executed, and oversaw key projects aimed at optimizing and improving call center operations of external customers.

TELESERVICE MARKETING, GÖRLITZ, GERMANY, JAN 2004 TO APR 2004

PROJECT ASSISTANT

- Organized project scope and guided all project phases from conception to completion while ensuring compliance with established deadlines.
- Mitigated project risks by identifying potential issues and developing timely resolutions.
- Utilized strong interpersonal and communication skills to proactively convey project progress to stakeholders and leadership.

SUNCALL SERVICES AG, PULSNITZ, GERMANY, APR 2003 TO OCT 2003

SUPERVISOR & PROJECT ASSISTANT

- Streamlined human resource management, planning, and time recording by developing and implementing a dedicated software solution.
- Supervised and led the outbound team with 35 employees as well as provided non-disciplinary management to two team leaders.
- Determined strategies based on call volume forecasting and staff planning for 300+ employees.
- Drafted reports and provided in-depth reporting to the executive board and key customers.

CALLON GMBH, DÜSSELDORF, GERMANY, MAR 2002 TO OCT 2002

CALL CENTER AGENT OUTBOUND (FINANCIAL PRODUCTS)

RWE PLUS AG, ESSEN, GERMANY, JUNE 2001 TO DEC 2001

INTERN, CUSTOMER CARE**ADDITIONAL ENTREPRENEURIAL EXPERIENCE**

BIGGR NETWORKX UG, BERLIN, GERMANY, FEB 2011 TO 2020

CO-FOUNDER

- Innovated dynamic hotspot and telephone system solutions for hotels and hospitality venues, including implementing specialized solutions to ensure optimal signal in troublesome environments, such as old buildings.
- Created and incorporated a comprehensive telecommunication infrastructure for Treff & Ramada Group aparthotels in support of large-scale remodeling.

INFINITE MEDIA & SERVICES LTD., GÖRLITZ, GERMANY, MAY 2007 TO APR 2009

FOUNDER

- Operated and led the development of an intuitive event portal, which became one of the largest portals in the region.

EDUCATION AND CREDENTIALS

COLLEGE COURSEWORK IN MEDIA COMPUTER SCIENCE, OCT 2002 TO JAN 2004

TU-Dresden, Dresden, Germany

ABITUR, JUNE 2001

Private Boarding School Schloss Torgelow, Torgelow am See, Germany

ADDITIONAL INFORMATION

Languages: German (Native), English (Business Fluent), French (Basic)

Interests: Family, sailing, golfing, home automation, voice assistants, photography, videography

References Available Upon Request