


Curriculum Vitae

Mag. Georg Grossberger

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As an experienced Business Partner for Finance & Controlling,
I help scaling companies achieve and maintain
100% transparency, controllability & performance focus.

10+ years of
international work
experience

Senior expert
in Finance, Controlling &
Performance Management

Specialized in
rapidly scaling &
expanding startups

Strong business partner
for both C-Suite &
Management

Skilled project manager
for key strategic
initiatives

WORK EXPERIENCE

Aktaion Consulting. Business Consulting, Berlin/Vienna.

Founder & Managing Director • 2020-today

- Project list attached

Central Group. Omnichannel Retail, Bangkok.

VP Commercial Strategy & Controlling • 2016-2017

- Co-managing Central's digital transformation, in particular the post-merger integration and re-positioning of Zalora Thailand as LOOKSI.
- Co-designing a long-term strategy paper for LOOKSI and based on this, preparing a multi-annual business plan presented to the Board.
- Merging Central's controlling resources (7 FTEs) and harmonizing controlling processes across online channels.
- Consulting the Group CEO, Retail in the pre-funding stage of Central's \$500m joint venture with JD.com.

Ensogo Group. e-Marketplace, Bangkok/Singapore.

VP Business Analytics • 2015-2016

- Co-managing the transformation of Southeast Asia's most popular flash-deal platform into an internationally operating app-marketplace.
- Recruiting and leading the Business Analytics Team (3FTEs).
- Creating Ensogo's 1st product-oriented business plan published at the ASX.
- Supervising the development of automated management reports covering a wide range of KPIs.
- Installing Marketing Analytics in close cooperation with the Group CMO.

Lazada Group. e-Marketplace, Bangkok/Singapore.

VP Commercial Controlling • 2014-2015

- Introducing commercial performance steering at Southeast Asia's most successful e-marketplace (acquired by Alibaba Group).
- Recruiting and leading the Commercial Controlling Team (4 FTEs).
- Developing standardized commercial reports and installing regular performance calls to drive all 6 country teams on the ground.
- Creating the commercial business plan 2015 in close cooperation with the Group CFO.

Zalando. e-Commerce, Berlin.

Senior Controller • 2013-2014

- In charge of Zalando's business case for the German market (\$1bn net sales, 50% of total business).
- Being the Country Manager's Business Partner for business planning, reporting and commercial performance steering (OM, CRM, pricing, categories, campaigns).
- Achieving +30% top-line growth in Q1 2014 and bringing the business case into sustainable profitability for the first time.

Controller • 2010-2012

- Performing Zalando's inventory controlling to optimize the trade-off between sell-through and profitability.
- In charge of pricing management for Zalando Germany (\$0.5bn net sales, 2/3 of total business).
- Business Controller for Zalando's 1st brick-and-mortar outlet store in Berlin Kreuzberg.

EDUCATION

Vienna School of International Studies, Vienna.

Master of Advanced International Studies • 2018-2020

- Specialized in International Business & Trade
- Received performance-based tuition waiver (Top 15%)
- Nominated for the Erasmus+ Exchange at the China Foreign Affairs University, Beijing
- Degree: M.A.I.S.

Vienna School of Economics & Business Administration, Vienna.

Master of Business Administration • 2004-2009

- Specialized in Business Strategy & Controlling, NPO Management, Corporate & Labor Law
- Internships with PricewaterhouseCoopers, UPC Telekabel and Schwarzfunk GmbH
- Thesis marked with excellent
- Degree: Mag.rer.soc.oec. (Master equivalent)

SKILL SET

Software

MS Excel 4.5/5

MS PowerPoint 4.5/5

Tableau 3.5/5

PowerBI 3.5/5

Tagetik 3.5/5

SAP 3.5/5

DATEV 3/5

JIRA 3/5

Slack 3/5

Languages

German 5/5

English 4.5/5

French 2/5

Certificates

Social Entrepreneurship (LSE 2023)

IT Controlling (Haufe 2021)

Agile PM (Brainbirds 2021)

PROJECT LIST

Beauty Media Solutions GmbH (Douglas). Digital Media, Düsseldorf

Interim Position Aug23–Feb24

- Serving as Financial Business Partner to the Commercial Managing Director
- Professionalizing the Finance & Controlling setup, including monthly closing, performance reporting and planning
- Continuously establishing alignment between BU- and Group-Management regarding the strategic and operational Finance & Controlling agenda
- Designing a harmonized inter-group charging process covering 10 business units, driving its implementation, and supervising its execution
- Installing a cross-functional AR controlling process and getting risk cluster down by xk€ (-55%) within 12 weeks

Flaconi GmbH. E-commerce, Berlin

Interim Position Aug22–Feb23

- As Interim Head of Controlling, managing the agenda of the eight-person Controlling Team
- Supervising all key controlling processes, including monthly reporting, forecasting and business partnering
- Driving the planning process for both the Q4/22 and FY/23 outlook and leading the preparation of the respective investor calls
- Reviewing the existing Controlling setting and presenting a new Controlling concept to the Management Board
- Initiating & driving the recruiting process for various Controlling roles

Openrad Services Sarl. SaaS, Luxembourg.

Interim Position • Feb22-Apr22

- Serving as Interim Finance Director
- Assessing finance setup of company's recent acquisitions (Biotronics3D Ltd, Visbion Ltd) and deriving recommendations
- Starting to build 'Finance Shared Services' by centralizing the function and onboarding service providers & tools
- Installing financial performance reporting and driving preparations for company's first board meeting
- Developing an integrated 5-year business plan model for 2022-26

medneo Technology GmbH. Tech Services, Berlin.

Consulting Project • Jan22-Apr22

- Serving as MD's business partner for financial & commercial affairs
- Creating concept for inter-group charging based on cost+ approach and driving its implementation
- Accompanying the drafting of intercompany agreements with all medneo entities
- Developing Excel tools for P&L and cash controlling

medneo GmbH. MedTech, Berlin.

Consulting Project • Jun21-Dec21

- Driving strategic cost efficiency program as Project Manager
- Managing financial & legal aspects of department carve-out (medneo Technology GmbH)
- Developing roadmap for financial & legal aspects of pending post-merger integration
- As part of internationalization, writing elaborate business cases for 2 new markets
- Coaching company's Head of Controlling in group budgeting & integrated cashflow planning

Sirplus GmbH. Omnichannel Retail, Berlin.

Consulting Project • Apr21 - Jun21

- Streamlining company's financial & commercial standard reporting
- Creating comprehensive KPI bible for company's e-commerce business
- Reviewing company's BI setup & deriving recommendations

Oviva AG. e-Health, Berlin.

Consulting Project • Feb21-Sep21

- Driving cross-functional initiative to improve company's cash performance as Project Manager
- Re-thinking order-to-cash process with regard to both operational processes & data
- Evaluating relevant SaaS solutions and guiding through selection process
- Driving contract negotiations & signing process

Oviva AG. e-Health, Berlin.

Interim Position • Sep20-Jan21

- Serving as Interim Head of Finance & Controlling for DECH
- Writing company's budget 2021
- Installing financial & commercial standard reporting
- Developing Excel tools for invoicing & cash controlling
- Coordinating monthly closing and driving clarification of key tax issues

Happybrush GmbH. Omnichannel Retail, Munich.

Interim Position • Mar18-Sep18

- Serving as Interim Head of Finance
- Developing 5-year business plan as prep for series-A financing round
- Supporting founders in investor pitches (VCs, family offices)
- Streamlining company's overall finance & accounting setup
- Coordinating monthly closing