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## **GEORG GROSSBERGER** Business Consultant | Interim Manager

12+ years of work experience in the digital economy

Senior expert for finance, controlling & performance management

Business partner for business development & scaling

Project manager for strategic initiatives & programs

Experienced team manager & department head

## WORK EXPERIENCE

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### Aktaion Consulting. Business Consulting, Vienna.

Founder & Principal Consultant • 2020-today

- Project list attached

### Central Group. Omnichannel Retail, Bangkok.

VP Commercial Strategy & Controlling • 2016-2017

- Co-managing the post-merger integration of Zalora Thailand (founded by Rocket Internet, acquired by Central Group) and its re-positioning as LOOKSI.
- Based on the CEO's strategy paper for LOOKSI, preparing a fully integrated 5-year business plan, subsequently approved by the Board.
- Merging Central's controlling resources (7 FTEs) and harmonizing controlling processes across all online channels.
- Consulting the CEO in the pre-funding stage of Central's joint venture with JD.com, later implemented as JD.co.th.

### Ensogo Group. e-Marketplace, Bangkok/Singapore.

VP Business Analytics • 2015-2016

- Co-managing the transformation of Ensogo's business model from flash-deal sales to an app-based marketplace.
- Recruiting and leading the Business Analytics Team (3FTEs).
- Creating Ensogo's 1st product-based business plan, subsequently published at the Australian Stock Exchange.
- 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 (founded by Rocket Internet, 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 countries.
- 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

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### 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

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### 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

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### Z Company UG (haftungsbeschränkt). Consulting Services, Berlin

Consulting Project Apr24–Nov24

- Performing a detailed P&L analysis and deriving recommendations for future cost optimization
- Developing the budget 2025 as well as the mid-term business plan 2025-27 in close cooperation with the founder
- Implementing Excel tools for cost & cash controlling and facilitating the day-to-day business by optimizing processes & templates

### 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