

Curriculum Vitae

Carsten Looß

University Diploma in Business Administration

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Personal profile

- **Entrepreneurial and passionate digital professional**, start-up proven and tech-savvy, with more than 15 years of experience in online product management, **online marketing** and **digital sales**
- Constantly looking at way to **improve performance** and achieve set targets with a **high level of commitment**
- Active listener and trusted advisor, developing **first-contacts into long-term partnerships**
- Subject expertise: e-Commerce | Online & Mobile Marketing | Business Development | Programmatic | **Data & Tech** | Digital Strategy & Transformation | **Media Sales** | Retail Media |
- **Team Management:** Technical and disciplinary leadership of up to 8 direct reports | Personnel supervision and planning | Employee development with Mentoring & Training.
- **Revenue responsibility: up to € 35 million annually**
- Creative solution finder, compelling communicator and empathic person with the ability to quickly build rapport and trust with team members and stakeholders
- Analytical Strength | Strategic thinking | Decisiveness | Responsibility | Execution
- **Access to Digital Ecosystem** via an extensive network to decision maker and business influencer in tech companies, agencies and corporates
- Founder of own small businesses

Professional Experience

- 01/2014 – 06/2020 **dunnhumby Germany GmbH** | until 05/2018: sociomantic labs GmbH | Berlin
Global Customer Data Science Company | € 1.8 billion global revenue | > 2.000 employees
Head of Sales (Deputy Country Manager Media 08/18 – 08/19) | from 01/2016
- Pitching and winning media budgets in the field of programmatic advertising on c-level
 - Developing and selling concepts for data-driven branding and performance marketing campaigns to valued companies and agencies (e.g. Vodafone, Otto Group, REWE, OMG)
 - Steering the go-to-market strategy for the retail media business in Germany
 - Designing and implementing of new business processes, products and tools
- Senior Manager Programmatic** | 01/2014 - 12/2015
Responsibility: Up to € 10.5 million in revenue | People Leadership
- 12/2012 - 11/2013 **Whisbi Technologies S.L.** | A Bertelsmann Portfolio Company | Barcelona, Berlin
Int. e-Commerce platform for video-assisted sales | > 60 employees
Head of Sales & Business Development
- Headed the Berlin office and been responsible for managing all operations within Germany. This involved taking responsibility for revenue, profit and quality targets.
 - Developed, planned and implemented a local sales and communication strategy for a SaaS product
 - Won and grew key accounts across the region (e.g. o2, Sky, Dreamlines)
 - Developed and executed the regional marketing plans
- Responsibility:** Up to € 500k in revenue | People Leadership
- 11/2006 - 10/2012 **zanox AG** | today: AWIN AG | An Axel-Springer Company | Berlin
Global Affiliate-Marketing-Network | € 600 million global revenue | > 1.000 employees
Head of Key Account Consulting | 07/2011 - 10/2012
- Revenue responsibility for major industries telecommunication and media (e.g. Telekom, Vodafone, 1&1, o2, Eventim, Dell)
 - Technical and disciplinary management of the account team
 - Strategically planned, implemented and managed affiliate & performance marketing campaigns (e-Mail, SEM, Display, Social)
 - Reviewed and developed the industry strategy and direction of the client portfolio
- Executive Sales Manager & Industry Teamlead** | 01/2010 - 06/2011
Key Account Manager | 11/2006 - 12/2009
Responsibility: Up to € 35 million annual revenue | People Leadership
- 11/2004 - 10/2006 **MAGIX Multimedia Software AG** | Berlin | **Online Product & Marketing Manager**
- Designed mobile and online applications from draft to beta
 - Set up and managed all online marketing channels (e-Mail, Affiliate, SEA, PPC)
 - Co-designed the Magix Customer Loyalty Program
- 02/2002 - 10/2004 **Sanofi Germany GmbH** | Frankfurt | **Intern Communication & e-Business**

Education

- 09/2020 - 02/2021 **Trainer, Coach, Consultant New Work** | Project & Change Management, Leadership | Mesh Academy

- 11/2018 - 02/2019 Certification in **Digital Strategies for Business**: Leading the Next Generation Enterprise | Columbia Business School Executive Education & Emeritus Global Ivy Education
- 11/1996 - 11/2003 **Degree in Business Administration (Diplom-Kaufmann)** | University of Marburg
Majors: Marketing, Organization & Strategy, e-Business
- Semester abroad:**
Marketing | Universidad Nacional de Cordoba | Argentina | 02 - 12/2000
- 10/1995 - 10/1996 Community Service | Malteser | Ratingen
- 06/1995 High School Diploma | Kopernikus-Gymnasium | Ratingen

Trainings

- Leadership Participation in seminars on **employee development and leadership**
- Leadership Training | moving minds GmbH
- Marketing & Sales Participation in seminars on **subject-specific qualifications**
- Qualified AdWords specialist | Google
 - Global Sales Experts | UBU Consulting
- Soft skills Participation in **soft skills trainings**:
- Successful negotiations | business-wissen.de
 - Presentation & communication | dwp-berlin.de

Entrepreneurial Activities

- Co-Founder | Guice spaces- #work #meet # collaborate | 02/2015 – today
- Co-Founder | welectric – Co2 compensated power | 06/2017 – today

Skills & Interests

- Software Microsoft Word, Excel, PowerPoint, Access | CRM-Software: Salesforce, Pipedrive, Notes | **Google Ads, Analytics, Merchant Center, 360 | Facebook Ads**
- Language **German**: Mother tongue | **English**: Business fluent | **Spanish**: Good command
- Interests Family time, Boxing, Networking

Berlin, 18 November 2020

Carsten Looß