

# Curriculum Vitae

**Gerrit Stroomann**, MBA, BA marketing & int. business

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## PROFILE

An articulate, internationally minded, straight forward, and outgoing digital marketing, eCommerce and mobile app specialist with over 18 years of professional experience, gathered in strategic consulting and agencies as well as by operational doing in B2B and B2C marketing. I am an entrepreneurial and achievement-driven person, who takes responsibility for results, having high expectations towards myself and my surroundings likewise. I work harmoniously in a team, effectively alone and as a motivating, inspiring leader as well as visionary manager and build excellent working relationships at all levels. Although, my Hanseatic roots may suggest a rather conservative and traditional mind-set, I am not only extremely open to innovative ideas but also produce extremely creative yet data-driven solutions and approaches. Since 2013 I am self-employed working in digital strategy, performance marketing, eCommerce and apps on project base or in interim management on Director- and CMO / CCO level.

## CAREER HISTORY

### Since April 2013 ivisory digital solutions GmbH, Hamburg ([www.ivisory.ai](http://www.ivisory.ai))

#### Owner, CEO, Consultant & Interim Manager

- **Key focus:** One-stop outsourcing solution of all digital marketing and eCommerce related activities for SMB, the execution of strategic projects with regards to digital work fields for enterprises and development of practical use case of artificial intelligence in processes. Reference projects include:
- **(2022): APONEO** - the second largest German Online-Pharmacy. As Interim Chief Commercial Officer in charge of purchasing, eCom Sales, Digital marketing, Shop, CRM, SEO, BusDev, led 30 FTE, 8-digit budget, 9-digit revenue. Turn-around achieved after 6 months
- **(2019-2021): FREE NOW** - the leading Multi-Mobility App in Europe: Interim Director Lifecycle Marketing (Digital marketing, CRM, ASO, SEO, BusDev and B2B), led 35 FTE in Corona-Times and re-structuring efforts, scaled up sales successfully
- **(2017-2019): APCOA FLOW** - an IoT based parking app: Interim VP Marketing & project lead Market Launch. Market entrance of a B2C app in mobility segment, incl. product development, digital marketing with focus on PPC, social media, AppStore Ads, App Store Optimization (ASO) and RTB, classical marketing (signage, PR, ads, radio), reporting, maintenance, and optimization
- **(2015-2017): GOOGLE** - B2B Lead Generation for Creative Multichannel Campaign (DM, rich media, SEA, display, events) for ad sales in DACH region
- **(2015): BEIERSDORF's NIVEA** - Re-alignment of performance marketing measures (analytics, data-dashboards, SEO, SEA, display/RTB) for multichannel portal nivea.com
- **(2014-2016): GENIALOKAL** - Launch of a start-up platform for local multichannel ecommerce: Feasibility study, business plan, marketing strategy, setup, launch and execution

### Since May 2012 Visiting Lecturer at Social Media Academy, Mannheim.

- **Topic:** online marketing (performance channels, data, analytics)

### April 2011 - April 2013 The Reach Group GmbH, Hamburg

#### Managing Director / CEO

- Leading German technical SEO-Agency and strategic online marketing consultancy company

- Main focus of consultancy: Online marketing strategy, focus on SEO and performance marketing (SEA, Social Media, Data Driven Ads, Email), conversion optimisation and data.
- >100 successful B2B projects and customers. References include all major news publishers on German market, TV-stations, eCommerce companies, financial institutions, large scale portals for real estate, jobs, price comparisons, leading manufacturer of drilling tools
- Led over 35 consultants and specialists, built up processes and structure as well as a KPI and reporting-system, increased annual turnover on average by approx. 25%
- Acquired new business equaling one third of annual turnover each year
- Left company due to greatly differing views from fellow partners on future business approach

### **January 2006 - March 2011 dGroup, Dusseldorf (now: Accenture)**

#### **Senior Manager digital business & eCommerce**

- International consultancy company (>50 employees, large network, double digit m € turnover).
- Main focus of consultancy: Growth (digital innovation and eCommerce) and Change (recapitalization, turnaround management, M&A) at SME as well as international enterprises
- Managed projects across various sectors, personally mainly involved in eCommerce, distant trade and media. Examples of project topics:
  - Concept, setup and initial interim management (marketing) of an eCommerce start-up (**mirapodo.com**) for shoes for Otto Group (> 10 bn. € turnover)
  - Increasing overall marketing efficiency at a street fashion retailer (online / catalogue) **frontlineshop.com** by aligning bottom-up & top-down planning, incl. hands-on optimization of SEM, SEO, OnSite, especially checkout conversion, CRM and various other fields of business
  - Project management of a best-in-class project for international distant trade / mail order company **Ottogroup** (> 160 project members, >20 months): Tasks included analysis, strategical / operational implications, implementation & audit
  - Process optimization / restructuring of online- and television commercialisation firm **WDR mediagroup**, preparation of an expertise on reorganisation / recapitalization in the fashion industry **Greystone**, ecommerce concept **adidas** and **Hugo Boss**

### **December 2002 - September 2004 Libri.de GmbH (now: Hugendubel), Hamburg**

#### **Head of Marketing**

- Multichannel Retail and wholesale of books, media, software (turnover Libri: three digit m€)
- Responsible for marketing strategy, positioning, brand management, business development
  - Planned, re-launched and constantly developed the internet-shop and about 1.000 associated B-2-B internet platforms (white-label shops)
  - Led creative agencies (online-/offline-/direct), media buying, customer service
  - Budget: flexible six-figure € amount (incl. planning, controlling) on a CPx basis
  - 35% increase in net turnover within two years according to plan and budget
  - Reduced marketing costs and helped to reach break-even
  - Decreased average CPO by 60%, CPL by 70%, CPC by 60%
  - Increased AOV by 15%, overall profit margin to 10% and brand awareness by 20%
- New customer acquisition marketing:
  - Offline marketing: Planned and implemented print ads, radio and TV campaigns
  - Introduced and maintained an affiliate-system, online-marketing and keyword ads
  - Maintained white-label solution (ASP) for online presence of 1,000 brick-and-mortar & virtual partners on a revenue share basis, for example FAZ, Unicef, Spiegel
- Retention Marketing:

- Introduced a CRM system, based on RFM to tap the full potential of the customer base and to decrease costs by nourishing most profitable customers
- Direct marketing, coupon campaigns, introduction of a loyalty scheme and premium shop for existing customers, leading to an increase of 30% in the group of 'top customers' in terms of monetary value

**October 2000 - December 2002 BOL.COM - Bertelsmann Direct Group, Munich**

**Marketing manager for new customer acquisition**

- Initially employed as Junior Manager Online Marketing, advanced to manager after half a year
- Over 450.000 new customers p.a., >20m visits p.a., revenue 30m EUR
- Budget responsibility (incl. planning, controlling): seven figure EURO (scaled on CPO)
- Online and offline marketing measures, e.g. print advertising, TV, radio in DE / AT / CH
- Managed own budget and reached aims in accordance to plans

**June 2000 - September 2000 IBM Deutschland GmbH, Hamburg**

Trainee Sales / marketing of netfinity server systems.

**June 1999 - September 1999 Ammirati Puris Lintas (now: Lowe), Hamburg**

Intern Contact-person for clients. Involved in pitches, acquisition, creative work and presentations

**June 1998 - August 1998 Dresdner Bank AG, Hamburg**

Intern Call centre for SMBs in Northern Germany

**March 1997 - September 1997 Dresdner Bank AG, Hong Kong, UK/PRC**

Trainee at expat office, supported corporate finance, credit / loans, organisational dept.

**OVERALL**

- Large international network within Germany, Austria, Switzerland as well as due to University Alumni Network in UK and internationally with a broad and deep knowledge of
  - Ecommerce, multichannel trade, digital marketing, international surroundings
  - Agencies (media, creative, technical) and further relevant service companies
  - Innovations and trends and digital business in general, e.g. IoT, RTA
- Driven by efficiency:
  - Always according to budget / plan, focus on ROI and a positive profit margin
  - Constant increase in efficiency by consolidation of activities and data backup
  - Prioritising tasks according to importance and revenue
- Personal achievements:
  - Founded two own bootstrapped companies, both with substantial revenue
  - Launched / scaled up various start up and grown-up companies as well as SME
  - Transformed SEO agency to well accepted performance marketing consultancy

**EDUCATION**

**September 2004 - December 2005 London Metropolitan University, London, UK**

Master of Business Administration (MBA), result: first degree with distinction

**September 1997 - June 2000 University of North London, London, UK**

Bachelor of Arts (hons.) marketing & int. business, result: upper second

**August 1994 - July 1996 Deutsche Bank AG, Hamburg**

Apprenticeship for qualified bank employee, result: satisfactory

**June 1994    Abitur (A-levels, highschool diploma)**

English, social sciences, mathematics, sports sciences: result: satisfactory

**August 1991 - June 1994 Gymnasium (high school) Hamburg**

**August 1990 - July 1991 Student exchange Ottawa, Canada (Canadian high school diploma)**

**August 1983 - July 1990 Gymnasium (high schools) Hamburg and Frankfurt/Main area**

**MANDATORY MILITARY SERVICE**

**August 1996 - May 1997** Academy of the 'Bundeswehr' for developing higher military NATO personnel

**COMPUTER SKILLS**

Expert levels: Mac, Windows, Office, COGNOS, Tableau, Power BI, Google Analytics, Adobe Suite, Asana, Jira, Confluence, SISTRIX, Searchmetrics

**FOREIGN LANGUAGES**

German: mother tongue  
English: fluent in writing and speech  
Spanish: basic knowledge

**HOBBIES AND INTERESTS**

- Sports: tennis, hockey, golfing, catamaran sailing, skiing
- Others: innovations, new technologies, travelling, photography, Scottish Single Malt Whisky
- Ambassador London Metropolitan University, Rotary International, VEEK Hamburg

**PERSONAL**

Date of Birth: 13<sup>th</sup> of August, 1972 in Hamburg  
Nationality: German  
European resident and work permit

**REFERENCES**

Available upon request

