

GEORG GROSSBERGER

Digital Finance Leader with 14 years of international experience in e-commerce, marketplace, and SaaS.

Results-driven Manager bridging strategy and execution with tech-enabled, scalable finance workflows.

Proven track record in finance transformation, post-merger integration, and C-level business partnering.

WORK EXPERIENCE

Freelance, Vienna/Remote/Worldwide — Interim Manager & Consultant (2020–today)

- Providing Finance & Controlling as-a-service for digital and e-commerce companies
- Interim and consulting mandates with Flaconi, Douglas, Oviva, happybrush et al.
- Focus on finance transformation, business planning, and interim leadership roles
- Detailed project list on page 3

Central Group, Bangkok — VP Commercial Strategy & Controlling (2016–2017)

- Post-merger integration of Zalora Thailand → LOOKSI
- Developed integrated 5-year business plan, approved by the Board
- Consolidated and managed 7 Controlling staff, harmonized processes across all online channels
- Advised CEO on joint venture with JD.com (later launched as JD.co.th)

Ensogo Group, Bangkok/Singapore — VP Business Analytics (2015–2016)

- Led business model transformation from flash sales → app-based marketplace
- Built and managed Business Analytics team (3 FTEs)
- Created first product-based business plan, published at the Australian Stock Exchange
- Established marketing analytics in cooperation with Group CMO

Lazada Group, Bangkok/Singapore — VP Commercial Controlling (2014–2015)

- Introduced commercial performance steering across Southeast Asia's leading marketplace
- Recruited and led Controlling team (4 FTEs)
- Designed standardized reports and established performance review processes across 6 countries
- Co-developed commercial business plan 2015 with Group CFO

Zalando, Berlin — Senior Controller (2013–2014)

- Responsible for German market business case (\$1bn net sales, 50% of total)
- Business Partner to Country Manager for planning, reporting, and performance steering
- Delivered +30% topline growth in Q1 2014; brought German market to sustainable profitability

Zalando, Berlin — Controller (2010–2012)

- Managed inventory controlling to balance sell-through and profitability
- Responsible for pricing management for German market (€0.5bn net sales)
- Business Controller for Zalando's first brick-and-mortar outlet store in Berlin Kreuzberg

EDUCATION

Vienna School of International Studies, Vienna — Master of Advanced International Studies (2018–2020)

- Focus: International Business & Trade
- Performance-based tuition waiver (Top 15%)
- Erasmus+ nominee at China Foreign Affairs University, Beijing

Vienna University of Economics & Business, Vienna — Master of Business Administration (2004–2009)

- Focus: Business Strategy & Controlling, NPO Management, Corporate & Labor Law
- Internships: PwC, UPC Telekabel, Schwarzfunk GmbH
- Thesis graded Excellent

SKILLS & QUALIFICATIONS

Tools & Software

- MS Excel, MS PowerPoint (Advanced)
- Tableau, PowerBI, Tagetik (Proficient)
- SAP, DATEV, JIRA, Slack (Proficient)
- ChatGPT, Perplexity, Gemini (Proficient)

Languages

- German (Native)
- English (Fluent)
- French (Basic)

Certificates

- ChatGPT + Excel: Master Data, Make Decisions, Tell Stories (Vanderbilt, 2025)
- ChatGPT for Advanced Data Analytics (Vanderbilt, 2025)
- Prompt Engineering for ChatGPT (Vanderbilt, 2025)
- Social Entrepreneurship (LSE, 2023)
- IT Controlling (Haufe, 2021)
- Agile Project Management (Brainbirds, 2021)

PROJECT LIST

Maelab Limited, Hong Kong – Workshop (2 days)

- Designed and delivered a workshop focused on marketing performance KPIs (CPO, CAC, ROI, CIR, NC, RC, active customer cohorts).

Z Company UG, Berlin – Consulting Project (8 months)

- Performed P&L analysis and derived cost optimization measures
- Developed budget 2025 and mid-term business plan (2025–2027)
- Implemented Excel-based cost & cash controlling tools and process improvements

Douglas Beauty Media, Düsseldorf – Interim Finance Director (7 months)

- Financial Business Partner to the Commercial Managing Director
- Professionalized finance & controlling setup (closing, reporting, planning)
- Designed and implemented harmonized inter-group charging process (10 business units)
- Reduced AR risk clusters by 55% within 12 weeks

Flaconi GmbH, Berlin – Interim Head of Controlling (7 months)

- Led 8-person controlling team, overseeing reporting, forecasting, and business partnering
- Directed Q4/22 and FY/23 planning process and investor calls with Pro7Sat1
- Presented new controlling concept to the Management Board
- Initiated and drove recruitment of new controlling roles

Openrad Services Sarl, Luxembourg – Interim Finance Director (3 months)

- Assessed finance setup of recent acquisitions and defined improvement measures
- Initiated Finance Shared Services by centralizing providers and tools
- Installed financial performance reporting and supported first Board meeting
- Built integrated 5-year business plan (2022–2026)

medneo Technology GmbH, Berlin – Consulting Project (4 months)

- Partnered with MD on financial & commercial topics
- Designed and implemented inter-group charging concept
- Developed Excel tools for P&L and cash controlling

medneo GmbH, Berlin – Consulting Project (7 months)

- Managed strategic cost efficiency program as Project Manager
- Oversaw financial & legal carve-out of medneo Technology GmbH
- Prepared business cases for 2 international markets
- Coached Head of Controlling in budgeting and cashflow planning

Sirplus GmbH, Berlin – Consulting Project (3 months)

- Streamlined financial & commercial reporting
- Built comprehensive KPI framework for e-commerce
- Reviewed BI setup and provided recommendations

Oviva AG, Berlin – Consulting Project (8 months)

- Managed cross-functional initiative to improve cash performance
- Re-designed order-to-cash process and evaluated SaaS solutions
- Supported contract negotiations and signing process

Oviva AG, Berlin – Interim Head of Finance & Controlling (5 months)

- Wrote budget 2021 and implemented standard reporting
- Coordinated monthly closing and clarified key tax issues
- Developed Excel tools for invoicing & cash controlling

happybrush GmbH, Munich – Interim Head of Finance (7 months)

- Developed 5-year business plan to support Series A fundraising
- Supported founders in VC & family office investor pitches
- Streamlined finance & accounting setup
- Coordinated monthly closing process

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