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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

Financial business partner for the C-level & Management

Project manager for cross-functional initiatives & programs

Experienced team manager & department head

## WORK EXPERIENCE

### **Aktaion Consulting. Business Consulting, Vienna.**

Founder & Consultant • 2020 - today

- Offering 'Finance & Controlling as-a-service' for online-savvy/digital companies
- Mandates with Flaconi, happybrush, Oviva, Douglas and many more
- Detailed 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

### 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 4/5

PowerBI 4/5

Tagetik 4/5

SAP 4/5

DATEV 4/5

JIRA 4/5

Slack 4/5

ChatGPT 4/5

### Languages

German 5/5

English 4.5/5

French 2/5

### Certificates

ChatGPT for Advanced Data Analytics  
(Vanderbilt University, 2025)

Prompt engineering for ChatGPT  
(Vanderbilt University, 2025)

Social Entrepreneurship  
(LSE, 2023)

IT Controlling  
(Haufe, 2021)

Agile Project Management  
(Brainbirds, 2021)

## PROJECT LIST

### **Z Company UG. Consulting Services, Berlin**

Consulting Project (Subcontracting) 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
- 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 with Pro7Sat1
- 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