

GEORG GROSSBERGER

Fractional Finance Partner for Lean Teams | Remote-first.

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Based in Austria and Southeast Asia • Austrian sole proprietorship (Gewerbeschein Unternehmensberatung)

SUMMARY

Fractional Finance Partner for founders and lean teams. With 14+ years of finance leadership — from Zalando and Lazada to interim mandates at Flaconi and Oviva — I bring senior-level reporting, planning, and controlling to startups and scaleups, without the cost of a full-time hire. Working remote-first, I combine hands-on finance expertise with AI-enabled workflows to keep your numbers clear and your decisions fast.

EXPERIENCE

Interim Manager & Consultant

2020 – Present

Independent / Freelance, Vienna/Berlin/Remote

- Partnering with growth-stage and founder-led companies to build lean, scalable finance functions — reporting, FP&A, cash management, process design
- Delivered interim and consulting engagements for flaconi, Douglas, Oviva, happybrush, medneo, Openrad, and others
- Engagements ranged from focused short-term projects to multi-month interim leadership — detailed project references available on request

VP Commercial Strategy & Controlling

2016 – 2017

Central Group, Bangkok

- Built integrated 5-year business plan, approved by the Board
- Harmonized controlling processes across all online channels post-merger (Zalora Thailand → LOOKSI), leading a 7-person team
- Advised CEO on strategic joint venture with JD.com (later launched as JD.co.th)

VP Business Analytics

2015 – 2016

Ensogo Group, Bangkok/Singapore

- Led business model transformation (flash sales → app-based marketplace) and built the Business Analytics function (3 FTEs)
- Created the company's first product-based business plan, published at the Australian Stock Exchange

VP Commercial Controlling

2014 – 2015

Lazada Group, Bangkok/Singapore

- Introduced commercial performance steering across Southeast Asia's leading marketplace; recruited and led a 4-person Controlling team
- Designed standardized reporting and performance review processes across 6 countries
- Co-developed commercial business plan 2015 with the Group CFO

Zalando, Berlin

2010 – 2014

Senior Controller

2013 – 2014

- Business Partner to Country Manager for Germany's \$1bn business (50% of total net sales) — planning, reporting, performance steering
- Delivered +30% topline growth in Q1 2014, bringing the German market to sustainable profitability

Controller

2010 – 2012

- Managed inventory controlling and owned pricing management for the German market (€0.5bn net sales)
- Business Controller for Zalando's first brick-and-mortar outlet store (Berlin Kreuzberg)

EDUCATION

Master of Advanced International Studies

2018 – 2020

Vienna School of International Studies, Vienna

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

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

SKILLS & QUALIFICATIONS

Finance & Reporting Tools: Excel, PowerPoint, Tableau, Power BI, Tagetik · SAP, DATEV · Salesforce, Google Analytics

AI Tools: ChatGPT, Claude, Gemini, Perplexity — daily use for research, data exploration & analysis, structuring/summarizing, and sparring on strategic questions

Languages: German (Native) · English (Fluent) · French (Basic)

Certificates: Introduction to Claude Cowork (Anthropic, 2026) · 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)