



CHRISTOPH KAYSER

EXECUTIVE LEADER – STRATEGY, VENTURING & AI-DRIVEN GROWTH Berlin, Germany | +49 176 64239153 | hello@christophkayser.de | christophkayser.de

PROFILE

Architect of Digital Growth & Sovereign Ventures. Entrepreneurial executive with over 10 years of experience driving digital transformation for DAX corporations and Hidden Champions. Proven excellence in building new business units with P&L responsibility (~€2M) and scaling digital business models from zero to exit—including the architectural setup of a **\$1 Billion B2B venture**. As Head of Growth, I combine strategic foresight with a "Builder-Mindset" to architect AI-enabled commercial infrastructures. My unique value lies in bridging the gap between high-level growth strategy and tangible traction.

EXPERIENCE

09/2024 – Present TLGG GROUP (OMNICOM) | Berlin Head of Growth

*Securing the firm's future by transforming the commercial operating model. Responsible for fusing the **Agency (Creative)** and **Consulting (Strategy)** units into one integrated "Growth Engine" to secure long-term competitiveness.*

- **Merger & Integration:** Redesigned internal structures to break silos between agency and consulting, creating a unified full-service offering that combines strategic rigor with creative execution.
- **Full Growth Playbook:** Developed the strategic growth roadmap, defining **Ideal Customer Profiles (ICPs)**, prioritizing **industry verticals**, and implementing a data-driven **Go-to-Market (G2M)** strategy.
- **Key Account Acquisition:** Orchestrated the acquisition of high-value enterprise mandates and realigned the portfolio toward long-term partners rather than transactional projects (~€10M).
- **AI-First Commercial Infrastructure:** Architected a modern sales system centered around AI capabilities, significantly increasing organizational efficiency.

2021 – 2024 TLGG GROUP | Berlin Business Unit Lead – Corporate Venturing

Founded and scaled the Corporate Venturing Practice with full revenue and personnel responsibility.

- **P&L Leadership:** Full P&L responsibility (~€2M revenue) and disciplinary leadership of a cross-functional team (10 FTEs across Strategy, Product, UX).
- **Ecosystem Orchestration:** Successfully navigated complex multi-stakeholder setups involving corporate clients, tech partners, and investors to build sustainable ventures.
- **Sovereignty Focus:** Structured innovation ecosystems for Hidden Champions to secure their competitive edge against global platforms.

2015 – 2020 TLGG GROUP | Berlin Senior Consultant / Consultant Digital Strategy

Rapid progression from Consultant to Lead by successfully steering high-stakes transformation projects in Mobility, Healthcare, and Finance.

2014 – 2015 FRONTIRA | Berlin Consultant Strategy & Innovation

Strategic consulting for digital business models and innovation management. (Clients: Beiersdorf, Mercedes, Erste Bank, Lufthansa).

SIGNATURE MANDATES (DEEP DIVE)

2015 – 2016 Zollner / Sourceability B2B Unicorn Building & Exit Case

*Orchestrating the venture launch for a German Hidden Champion that scaled from zero to a **\$1 Billion valuation** in under 8 years.*

- **The Architect Role:** Led the strategic venture architecture in partnership with the founders and Turbine Kreuzberg. Defined the digital business model and platform strategy within just **4 months**.
- **Organization:** Recruited the initial C-Level structure (CTO, CMO) and established Product Owner teams.
- **Unicorn Impact:** The venture evolved into **Sourcengine**, a leading global marketplace, culminating in a successful acquisition by US investment firm CrowdOut Capital.

2018 – 2019 Schmitz Cargobull Digital Revenue Strategy & Venture Building

Developing new digital business models for Europe's leading trailer manufacturer to counter product commoditization.

- **Innovation Pipeline:** Developed **20+ business ideas**, condensed them into 6 validated pilot projects through rigorous customer testing and prototyping.
- **KUBIKx Setup:** Orchestrated the setup of the new digital unit "KUBIKx" and a venture builder to institutionalize innovation outside the core organization.
- **Impact:** Achieved **double-digit growth in digital revenue share** and significantly increased the adoption of telematics services.

2021 – 2022 — Sonova — AG M&A Strategy & D2C Market Entry *Context:* Strategic preparation for the acquisition of the **Sennheiser Consumer Division** and entry into the consumer electronics market.

- **Validation:** Validated the D2C strategy for the new "Hearables" category through smoke tests and data-driven market analysis prior to deal closing.
- **Efficiency:** Achieved a **600% reduction in Cost Per Order (CPO)** for the new digital sales unit and recruited 20+ FTEs to operationalize the post-merger growth strategy.

2019 – 2020 — Röhlig Logistics M&A Strategy & Digital Due Diligence

Strategic M&A advisory for a global logistics firm to secure competitive advantage.

- **Execution:** Led commercial due diligence and strategic assessment to integrate digital capabilities into a traditional logistics framework.

2020 – Present — Possehl Group (€5.5bn) Digital Ecosystem & Brand Transformation

Comprehensive modernization of a decentralized group with 200 independent companies.

- **Ecosystem:** Orchestrated the "Digital Conference 4.0," resulting in **9 active digital clusters** (e.g., AI, Smart Factory) and **35 cross-industry innovation projects**.
- **Brand:** Executed a complete relaunch of the Corporate Identity and "House of Brands" architecture within just **12 weeks**.

2021 – 2022 — Deutsche Leasing (Vent.io) Corporate Venture Capital Setup *Context:* Establishment of a digital innovation hub and CVC arm for a leading asset finance partner.

- **Execution:** Screened **200+ startups**, executed **3 investments**, and launched **2 internal ventures**.
- **Interim Management:** Served as Interim Investment Manager & Venture Lead, defining investment thesis.

FURTHER EXECUTIVE MANDATES

- **Cargonexx (Advisory Board, 2024–2025):** Providing strategic guidance on Go-to-Market and growth for a digital transport management platform to revolutionize SME logistics.
- **DRK "RealTalk" (2023):** Developed a digital counseling platform for youth. Managed concept, data protection strategy, and UX design for a safe, anonymous peer-to-peer support system.
- **DMK Baby (2018):** Built a D2C Baby Brand for a dairy cooperative. Developed the MVP, calculated funding needs, and established the governance model for an external venture.
- **Siemens SiGREEN (2021):** Led the brand positioning and G2M launch for a blockchain-based decarbonization technology, targeting decision-makers at **COP26**.
- **Helm AG (2019):** Designed the vision, governance, and roadmap for the digital unit of a global chemical distributor to defend against platform competitors.

EDUCATION

2012 – 2014 M.Sc. Digital Business Darmstadt University of Applied Sciences

2012 – 2013 International Studies Southampton Solent University, UK

2008 – 2011 B.A. Media Management Rheinische Fachhochschule Köln

1999 – 2001 High School Years German School Washington D.C. & German School New York, USA

SKILLS & EXPERTISE

Industry Expertise Mobility & Logistics, Healthcare & MedTech, Financial Services (FinTech/Asset Finance), Manufacturing & IoT, Non-Profit/NGO.

Core Competencies Corporate Venturing, Digital Strategy, M&A Support, Growth Architecture, P&L Management, Agile Transformation, B2B Platforms.

Languages German (Native), English (Business Fluent).

Volunteering Board Member – KILA Elfentraum e.V. Led operational and financial turnaround of a non-profit with 30 children and 7 employees.