



Patrick Wilhelm

Digital Transformation &
Marketing Strategy

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SUMMARY

During my 20+ years of experience in failing, successfully building and selling startups, as well as leading and advising midsize enterprises in SaaS and E-Commerce, I have developed a passion and deep understanding of cutting-edge technologies, marketing strategies, and the challenges in business development.

My focus lies in the implementation of digital strategies. I bridge the traditional gap between technology and marketing, concentrating on data-driven decisions and the exploration of new markets through technological innovations. I prefer cooperative leadership with fast decision-making. With my extensive experience in almost all online and offline marketing disciplines and web/app technologies, I am able to coach and connect teams, evaluate ideas and projects, and be hands-on if needed.

For instance, at Asambeauty, I was able to increase e-commerce revenue from €2 million to over €50 million, achieve high profitability, and hire 50 new employees. Having found a successor for Beauty Mates GmbH, a joint venture with Asambeauty, I am now looking to embrace new challenges.

EXPERIENCE

04/2024 -

Chief Digital Officer

- Leadership and Digitalization of Companies, Implementation of Microsoft Business Central, as well as supplementary software for project management and process management.
- Optimization of logistics, procurement, accounting, and business intelligence, process optimization, and management of change management processes.
- Acquisition and negotiation with business partners, procurement optimization, and product planning.
- Development and implementation of marketing and product strategies / brand relaunch.

2021 - Present

Advisory Board Member

Premium Shopping AG ↗

- Consulted management on shop systems, digitalization, and expansion within the TV sales market in Switzerland
- Consulted on logistics, marketing strategy, and business intelligence
- Consulted on CRM, social ads, SEA, tracking technologies and attribution

2018 - Present

CEO & Shareholder

Beauty Mates GmbH ↗

- Founded and led an B2C e-commerce cosmetics joint venture (Investment Series A,B & C - Asambeauty / NeMoCo) for customized skincare with an in-house developed configuration tool and an AI facial analysis for individual product recommendations and skin control
- Achieved 200% annual growth in DACH region while being profitable and under preparation of the internationalization
- Set up a product & brand strategy and applied an automated multichannel digital strategy with high seven figure budgets per channel
- Supervised the company's departments and agencies (IT, SEA, SEO, Social Advertising), led TV, influencer, CRM and E-Mail campaigns and doubled the conversion rate by focusing on UX and attribution

2011 - Present

Advisor

volition.one ↗

- NeMoCo GmbH & Co. KG: Consulted the Family Office's investments in e-commerce, development, and digital marketing, including Asambeauty, Juno&Me, and MediaLoftStudios
- NeMoCo GmbH & Co. KG: Evaluated business plans, founders, and employees for potential

investments and hires

- Fackelmann GmbH + Co. KG: Advised for the company/subsidiaries on digital marketing
- Happy Hale Network AG: Consulted on digitalization and mass customization

2013 - 2018

Chief Digital Officer & Authorized Signatory

Asambeauty GmbH / BHI Group ↗

- Created asambeauty.com, BHI's most successful business unit (e-commerce / B2C & B2B), all corresponding departments (marketing, IT, planing, design, customer support) and managed 50+ employees
- Integrated all marketing measures into an omnichannel strategy and supervised TV, retail and out of home campaigns in the DACH region, doubled the revenue year over year
- Guided BHI Group's digital transformation, e-commerce development and the implementation of a business intelligence (Power BI & Google Analytics) and an attribution model
- Obtained high profitability with high eight figure marketing budgets within Europe and pitched for and attended acquisition by Ströer AG

2011 - 2013

Founder & CEO

Movinary GmbH ↗

- Co-founded an awards winning SaaS platform for digital photo books in the B2C & B2B sector using AWS and Adobe Actions Script for video creation
- Aligned the digital offering with market needs and developed new business areas and was product owner of the iOS and Android app
- Raised investments (Series A) and acquired business customers such as Vodafone

2007 - 2011

Founder & CEO

MyParfuem GmbH (Unique Fragrance) ↗

- Founded an awards winning cosmetics brand with 35 employees in the first fiscal year, acquired investors (Series A + B) and media partners
- Implemented a production facility and "mass-customization" laboratory for the production of thousands of personalized fragrances a week
- Led business development and development of the customization tool for individual fragrances
- Developed new business areas by expanding the offering for B2B customers and creating a complementary cosmetics brand "Choice of Nature" for personal care

2004 - 2007

Founder & CEO

Grammophononia ↗

- Founded the first company in Germany for the digitization of old media and
- Led business development and online marketing

2005 - 2006

Consultant

Berliner Energieagentur GmbH ↗

- Consulted B2B customers for the procurement of "white goods" (household appliances)
- Wrote best practice guidelines for ecological procurement and translated procurement guidelines for the EU project "GreenLabelsPurchase" from German to English
- Developed and maintained websites for the EU project and managed corresponding contents

PROJECTS

2023

Mental Health App

- Developed an iOS & Android app for mental health using ChatGPT and the frameworks / services Next.js, Expo, and Firebase and Skia for presentation and associated exercises

2022

AI Facial Analysis

- Developed and programmed an AI face analysis with TensorFlow.js / Azure AI Vision and an associated configuration tool for individual product recommendations

2021

Trading Software

- Developed and programmed a FX and crypto market trading software with automatic order

execution based on fundamental market price analysis

2020

Accounting App

- Developed an accounting app for Shopify and Magento 2 for automated payment reconciliation of PayPal, Stripe, Amazon Pay and customers (SKR 3 via DATEV interface)

2020

Influencer Management System

- Developed an influencer management and invoicing system with Laravel Nova using the Meta, TikTok, and Google APIs and connecting to PowerBI and Looker

EDUCATION

2013

Mathematics (Statistics, Probability) & Business Administration (Minor)

Humboldt-Universität zu Berlin

Graduate Diploma (~ M.Sc. + B.Sc.)

- Humboldt Innovation Start-up (MyParfuem GmbH)

AWARDS

2013

1st place "Start Tel Aviv" ↗

Start Tel Aviv - Movinary

2011

Nominee for the "Deutschen Gründerpreis"

Deutscher Gründerpreis - MyParfuem

2010

Germany National Champion

GSEA- MyParfuem

2010

Global Innovation Award

GSEA - MyParfuem

2009

Ambassador of Berlin ↗

Goldene Botschaftermedaille vom Regierenden Bürgermeister Berlin - MyParfuem

2009

1st place "Businessplan-Wettbewerb Berlin" ↗

BPW - MyParfuem

2004

1st place "Bestes Junior Unternehmen" Berlin ↗

Institut der deutschen Wirtschaft Köln - Grammophonia

2004

2nd place "Bestes Junior Unternehmen" Germany ↗

Institut der deutschen Wirtschaft Köln - Grammophonia

SKILLS

Leadership & Empathy

Business Development

Brand & Marketing Strategies

Digital Transformation

Project Management

E-Commerce

SaaS

Omnichannel Marketing, Tracking & Attribution

Big Data & Business Intelligence

Google 360, Google Tag Manager (Client & Server)

Power BI, Looker, Data Virtuality & Tableau

A/B Test, UX & CR Optimization

CRM, Influencer & E-Mail

Facebook Ads, TikTok, SEA

Fullstack & App Development

Artificial Intelligence

LANGUAGES

German

Native

French

Basic

English

Fluent