



Gottfried Häuserer

Interim Manager · Marketing, Media & Performance

Born 1971 · Munich · DACH-wide

Corporate · Agency · AdTech — 25 years of hands-on leadership

PROFILE

For 25 years my pattern has been the same: build where new, disruptive technologies meet the business – from the industry's first e-commerce channel through data-driven media steering to AI-based models. I spot viable approaches early, translate them into business models, processes and measurable results, and bring them into day-to-day operations with the team. Not chasing the hype, but with the judgment earned across four technology waves I've lived through.

WHAT YOU BRING ME IN FOR

Vacancy bridging

Immediate budget, team and P&L responsibility at director or VP level until your position is filled.

Media efficiency & attribution

Establish budget transparency, replace external black boxes, set up plan-to-actual steering from planning to billing.

Positioning & review of business models

Sharpen viability, differentiation and growth levers – and put them honestly to the test.

Build & rebuild

Build new units, bring agency work in-house, restructure teams – incl. earn-out and post-merger experience.

Marketing due diligence

Assess and evaluate business models and marketing setups for PE and M&A decisions.

AI implementation across the business

Test sensible use cases as pilots and – if they hold – integrate them safely and robustly into regular operations. Vendor-independent, GDPR-compliant.

TRACK RECORD

since 2024	Interim Manager & Advisor Häuserer Consulting Interim and project mandates in marketing, media & performance; own AI delivery projects; followed 200+ start-up pitches and prepared due diligences in the VC Investor Accelerator.
2017–2024	VP Performance Marketing & Attribution Seven.One / ProSiebenSat.1 Scaled in-house attribution into the DACH standard for TV-impact measurement (over €1bn media volume p.a.); co-responsible for triple-digit €m new business p.a.
2012–2017	Member of the Management Team · Director Media Intelligence Booming / Blackwood Seven TV-SYNC product development; brought AI-based media-mix modelling to Germany in 2016 (VW, Vodafone).
02/2006–2011	Managing Director / COO iCrossing (formerly 3GNet) Scaled the agency from 30 to 80 staff; exit to iCrossing/Hearst incl. post-merger integration.
2000–2006	Head of eChannel o2 / Telefónica Built the industry's no. 1 e-commerce channel in 6 months, top-3 in the Nielsen ranking for two years.

Available for a new mandate · full-time or part-time · on-site, hybrid or remote

Training: TÜV Rheinland – Applied AI Transformation Manager (2025) · Koerting Institute – AI Strategy Consultant (2025) · 33A – AI Design Sprint Facilitator (2025) · VC Investor Accelerator, Venture University San Francisco/Munich (2025)

CONTACT

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