

Eike Paulat

Senior product leader with a strong track record of building and scaling B2B SaaS platforms in regulated and complex domains. Most recently leading Usercentrics product organization to above the €100M ARR mark. I specialize in defining product vision, strategy, and portfolio direction, particularly in high-growth and early-stage environments.

Over the past years, I have led the development of market-leading products across two very different domains: scaling Europe's leading online marketplace for corporate housing and building Usercentrics' Consent Management Platforms into a category-defining privacy technology business. At Usercentrics, I owned core revenue-driving products through a phase of rapid growth and later transitioned into a product strategy role focused on portfolio expansion, strategic initiatives, and ecosystem partnerships.
My work sits at the intersection of product, technology, regulation, and market dynamics. I bring a strong entrepreneurial mindset, a structured strategic approach, and a deep belief in building products that create long-term customer value and trust at scale.

København, Denmark

Born December, 1991
in Hamburg, Germany

W www.eikepaulat.com

linkedin.com/in/epaulat

Skills

Leadership
Leading larger teams
Goal- setting,
Vision & strategy, Management 3.0, Building up outstaffing teams, Onsite- & Remote Recruiting, public speaking

Language Skills
German (Mother tongue)
English (proficient)
Danish (beginner)

Mobility
Europe wide (open for hybrid and full remote versions)

Business Applications
Extensive proficiency in:
Google Datastudio and MS PowerBI, Salesforce, GitHub, Google-Suite, Jira, Confluence, Slack, Stripe, Chargebee, Trello, Figma

Programming/ Web
Claude, Codex, Python, Javascript, …

Experience

Usercentrics *(former Cybot A/S)*, **Copenhagen, Denmark**

Usercentrics is a leading privacy technology company and the creator of Usercentrics CMP and Cookiebot CMP—market-leading Consent Management Platforms enabling compliant, scalable consent and preference management across digital properties.
I joined Cybot A/S in January 2021, prior to its merger with Usercentrics GmbH in October 2021. During my tenure, the company scaled significantly and reached the €100M ARR milestone in 2025, expanding from a CMP-focused business into a broader privacy and data infrastructure platform.

- **VP Product** | Full-Time | April 2026 - present
  Heading Usercentrics' product function (reporting to the CPTO), setting direction for a €100M+ ARR platform across multiple product lines. Org of 25+ across 4 direct product leaders. Driving adoption of Claude-based AI workflows into all product work incl. discovery and scoping, embedding AI-assisted practices into how all work items are defined and specified in collaboration with Engineering.
- **VP Product - Strategy** | Full-Time | Jan 2026 - March 2026
  Ownership of the product strategy and long-term portfolio direction across Usercentrics' product suite. Focus on portfolio expansion beyond the core CMP, defining and validating new opportunity spaces, and aligning regulatory, customer, and commercial perspectives into a coherent product strategy. I was working closely with executive leadership and act as a senior product counterpart for key ecosystem and platform partners, including Google, shaping strategic initiatives and industry positioning. I was also able to found the Brussels based ECMPA (European CMP Association) as an alliance with competitors, aiming to influence the legislative process around the Digital Omnibus.
- **Director Product - Strategy** | Full-Time | Aug 2025 - Dec 2025
  Following the company's strong growth phase, I transitioned from operational product leadership into a product strategy–focused role to support the next stage of scale. In this phase, I drove cross-product strategy alignment, investment prioritization, and strategic initiatives across CMP and adjacent product areas. This role helped lay the foundation for Usercentrics' evolution from a single-product CMP company into a broader privacy and data infrastructure platform. I was also involved in driving various M&A activities together with our CEO, resulting in the acquisition of MCP Manager in end of 2025.
- **Director Product - CMP & SST** | Full-Time | Jan 2021 - July 2025

Drivers

Values
Learn, Be Entrepreneur, Transparency, Better Together

Interests
Technology, Leadership, Sports, Music, Guitar playing

Education

Bachelor of Arts (BA) - Social Science, 2.3
University of Cologne, Cologne, Germany
(Sep 2011 - Jul 2015)

General University Entrance Qualification (Abitur)
Nicolaus Cusanus Gymnasium, Bergisch Gladbach, Germany
(Sep 2002 - Jun 2011)

I joined as the first dedicated product leader, taking ownership of product vision, strategy, and execution for the Consent Management Platform, later expanding scope to include Server-Side Tagging. I built and scaled the product organization, introduced modern product management and discovery practices, and strengthened collaboration between Product, Engineering, Architecture, and Design. A strong focus on data-driven decision-making led to the introduction of a scalable data warehouse and analytics foundation. During this period, the product organization supported rapid growth and increasing complexity as the company scaled toward the €100M ARR milestone in mid 2025, with CMP as the sole revenue driver throughout.

Homelike Internet GmbH, Cologne, Germany

Homelike was Europe's leading online platform for temporary furnished apartment and serviced apartment rentals for businesses and corporate travelers. I joined Homelike in the early days and was the first dedicated resource within product management. At its peak Homelike had more than 100 employees within 3 locations in Europe. Together with our VP Engineering I was leading around 20 employees in the Product&Tech area. Homelike ceased operations in 2025.

- **Head of Product** | Full-Time | Apr 2018 - December 2020
  While scaling up the company we also build up a larger Product team that consist out of 4 development teams and 1 data team today. In my role as Head of Product I was responsible for 7 direct reports that included several Product Owners, Designers, Data Engineers, Business Analysts as well as Salesforce Administrators. Moreover I was responsible for the overall Product Vision & Strategy, the overall stakeholder communication, as well as recruiting for the product area.
- **Product Owner** | Full-Time | Sep 2016 - Mar 2018
  I switched into the Product Tech area and became the first Product Owner at Homelike. I was responsible for all product parts of the application and worked together with a small teams of engineers to develop new features and improvements.
- **Manager Business Intelligence & Booking Operations** | Full-time | Jun 2016 - Aug 2016
- **Internship Booking Management & Customer Care** | Full-Time | Mar 2016 - May 2016

Mind the Product, London, UK

Mind the Product is the largest Product-Community in the world with large conferences in London and Singapur and a meetup network all over the world called Product Tank.

- **Co-Organizer Product Tank Cologne** | Part-Time | Nov 2018 - Apr 2023
  As organizer and host of the Product Tank Cologne I was building up a living and trusted community of product people in Cologne by hosting a monthly meetup.

GRAESKE Audio Visual, Bergisch Gladbach, Germany

GRAESKE Audio Visual is an event-technology and service company that is specialized on corporate events.

- **Management Assistant** | Full-Time | Oct 2013 - Feb 2016
- **Event technician** | Part-Time | Aug 2011 - Sept 2013

OFW Organisationsforum Wirtschaftskongress gGmbH, Cologne, Germany

The World Business Dialogue is a renown annual international business conference in Cologne. OFW, the company behind is entirely student-run and focuses on the practical education of students during their formal studies.

- **Head of Event-Management** | Volunteer in Part-Time | Apr 2013 - Apr 2014
  Led a team of 6 organizing the 17th World Business Dialogue 2014 - the largest international student run business conference worldwide.