



Eike Paulat

Passionated and experienced product leader driving vision and roadmap for strategic business, especially in early stage companies. Innovating on behalf of the customer and building products with a strong entrepreneurship value thinking.

Over the last years, I've been building up the leading online marketplace for corporate housing in Europe and built up a strong product team building Usercentrics CMPs to disrupt the use of internet privacy in a most automated solution. While developing my skills in managing technical products as well as in leadership, I was building up a big knowledge in certain business and product/tech related areas. Next to this I am investing a lot of time into my professional network to maximize the value of meaningful connections.

København, Denmark

Born December, 1991
in Hamburg, Germany

W www.eikepaulat.com

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Skills

Leadership

Leading larger teams
(7-8 direct reports),
Goal- setting,
Hands-on, sharing
responsibility,
Vision communication,
Management 3.0,
Building up outstaffing teams,
Onsite- & Remote Recruiting,
Scrum

Soft Skills

Teamwork, Communication,
Focus, Empathy, Lean-working

Language Skills

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

Mobility

Europe wide (open for hybrid
and full remote versions)

Experience

Usercentrics A/S former Cybot A/S, Copenhagen, Denmark

When I joined the company in beginning of January 2021 the company was still called Cybot A/S that merged together with the German company Usercentrics GmbH in October 2021. Usercentrics is the producer of Usercentrics CMP and Cookiebot CMP, the leading Consent Management Platform with a unique automated way of blocking cookies prior consent on the website it's implemented on.

- **Director Product** | Full-Time | Jan 2021 - present

Coming in as Director Product I was the first product person in the company. Facing an already big development working on a product with about 8 years of history, I was working on building up a product team and introducing a more product orientated Product&Tech team. The main focus was on extensive the collaboration between the PO, Developer, Architect and Design role within the different teams. Putting a lot of focus on data I also introduced a data engineering setup to build up a large scale Datawarehouse environment to get the teams taking decisions fully based on data.

Homelike Internet GmbH, Cologne, Germany

Homelike is 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. Today Homelike has more than 100 employees within 3 locations in Europe. Together with our VP Engineering I am leading around 20 employees in the Product&Tech area.

- **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 am responsible for 7 direct reports that includes several Product Owners, Designers, Data Engineers, Business Analysts as well as Salesforce Administrators. Moreover I am 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

After setting up the main structure of the new CRM environment within Salesforce 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.

Drivers

Values

Learn , Be Entrepreneur,
Transparency

Interests

Technology, Leadership,
Sports, Music, Guitar
playing

Tech Skills

Business Applications

Extensive proficiency in:
*Google Datastudio and MS
PowerBI, Salesforce,
GitHub, Google-Suite, Jira,
Confluence, Slack, Stripe,
Chargebee, Trello, Crowd-
testing*

Programming/ Web

Read/Edit/Copy-knowledge:
*HTML, CSS, Python,
Javascript, React*

Advanced knowledge in:
*SQL, Mongo DB, Wordpress
CMS, Salesforce Sales &
Marketing Cloud Setup,
AWS*

Frequently used Tools:
*Google Big Query, MS
Synapse, MS Visual Studio
Code, Postman, PyCharm,
Google Tag Manager*

Information Technology

Managing and execution
experiences in:
*Network administration, 3CX
& Askozia phone server,
firewall setup, planning of IT-
infrastructure in office
environments*

UX-/ UI Design

Proficient in:
*InDesign, Photoshop,
Illustrator, XD, Sketch,
Figma & Abstract*

- **Manager Business Intelligence & Booking Operations** | Full-time | Jun 2016 - Aug 2016
After my internship I joined Homelike as full-time employee within the Booking Operations team and took over the project lead for the implementation of the Salesforce and SalesCloud new reporting structures shortly after.
- **Manager Booking Management & Customer Care** | Full-Time Internship | Mar 2016 - May 2016
I started at Homelike as an intern within the Booking Management and Customer Care area. The main focus was on converting customer leads into bookings via email and phone.

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 - today
As organizer and host of the Product Tank Cologne I am 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. I joined the company when it was a small company as student. During my studies we decided to scale up the company together, which includes setting up a business plan and execute several growth strategies. Today the company includes 10 Full time employees and is one of the largest suppliers in Nordrhein Westfalen.

- **Management Assistant** | Full-Time | Oct 2013 - Feb 2016
Consultation of the management director in strategic company direction, organized the marketing strategy, build up a new brand, acquired key accounts in event market, foundation of a joint venture, social media and homepage management
- **Event technician** | Part-Time | Aug 2011 - Sept 2013
Temporary employment as an event engineer

World Business Dialogue (OFW Organisationsforum Wirtschaftskongress gGmbH), Cologne, Germany

The World Business Dialogue is a renown annual international business conference in Cologne. 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.

Education

Bachelor of Arts (BA) - Social Science, 2.3

University of Cologne, Cologne, Germany | Sep 2011 - Jul 2015
Major: Politics & Sociology
Minor: Business Administration
Mains: Marketing, Trade Fair Management

General University Entrance Qualification (Abitur)

Nicolaus Cusanus Gymnasium, Bergisch Gladbach, Germany | Sep 2002 - Jun 2011