



Thomas Greiderer

Marketing Director (International, DTC E-com, Saas expert)
Fashion, Health & Wellbeing, Beauty, EdTech

📍 London, UK

🟢 Thomas is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Freelance Assignments, Hourly Consulting

Skills

DTC ecommerce (Advanced)

Integrated Marketing (Advanced)

International Market Entry (Advanced)

Marketing Strategy (Advanced)

Growth Marketing (Advanced)

Influencer Marketing (Advanced)

Paid Social Media Advertising (Advanced)

Languages

English (Fluent)

German (Native)

About

Marketing Director

BRANDS WORKED WITH

Busuu

DCMN

Depop

Feel

Kgbdeals

Skyscanner

Thomas Greiderer Consulting

Various Marketing Agencies

Experience

● Head of EU Marketing (Contract)

Feel | Apr 2022 - Apr 2023

Feel is a nutrition DTCsubscription-based e-com brand. Consultant to leadership team.

- Responsible for Marketing across the EU, with the objective of establishing the function, setting the strategy and building a cross-functional team and infrastructure, enabling the business to scale in new markets at scale

- Led expansion strategy (incl. brand, positioning, product/NPD, pricing and marketing), launching into DACH 1 month ahead of schedule

- Designed operating model for the Marketing function across EU (regional & central), recruiting and developing in-house team, plus agency/freelancer support to execute campaigns and manage to budget

- Defined local propositions generating regional demand, introducing surveys & research to fully incorporate local nuances/insight

- Implemented full-funnel, integrated marketing strategy, covering all stages from local brand awareness/health, high-growth acquisition activity (reduced 6M launch CPA by 200%, whilst scaling budget 100% MOM) through to CRM retention programmes (increasing 12M LTV by 30%), owning budget allocation

- Improved ROAS by 40% introducing LTV/payback model & improved data-led approach facilitating translation of complex data sets into actionable insights

- Implemented a Test/Learn/Scale approach to learn fast, iterate and roll out across all marketing channels as well as build internal business cases pushing regional agenda (ringfencing budgets and cross-functional resources)



● Head of EU Marketing

Depop | Nov 2020 - Mar 2022

Depop (Etsy house of brands) is THE fashion marketplace where GenZ buy, sell and get inspired. Part of the global marketing leadership team.

- Fully responsible for EU (DACH, France, Benelux, Nordics) & AU, leading GTM, local marketing & team of 6, delivering 100% YOY growth

- Working with global & channel teams, owned regional strategies, multi-million budget, balancing Demand Generation through Brand/Culture with Performance Campaigns (introduced Always-On approach with add. Trading activations) across Offline/Digital and Strategic Brand Partnerships, ensuring smooth delivery, e.g.:

- Deliveredglobal Brand/Cultural Marketing around BHM & LGBTQAI+ month, resulting in double digit increased community brand awareness
- Localisedglobal Black Friday campaign incorporating local Sellers into UGC campaign, delivering +100% YOY revenue and increased brand credibility

- LedAU student campaign incorporating local communities, across campus OOH and transport media, delivering ROI of 1.5

- Improved global Influencer team output by consolidating workstreams and introducing new processes, evaluation and tools, delivering up to 300% ROAS

- Coached team to utilise market & competitor research/insights to create local brand content and ad creatives, serving both sides of the marketplace (Buyers & Sellers)

- Introduced KPI dashboards to team, cultivating a culture of data ownership and continuous optimisation around CAC/LTV as well as brand metrics

- Built out media and agency infrastructure, led RFP process and appointed agencies across digital and PR
- Established playbook writing, drastically reducing duplicate work across teams

● Marketing Consultant

Thomas Greiderer Consulting | Feb 2020 - Nov 2020

- Amazon: Led localised performance campaigns across UK/DE delivering against +400% Covid demand
- Premium Beauty Brands: I consult on GTM for beauty/lifestyle brands (e.g.: Sana Jardin Parfums & Smilemakers) and eDTC store www.ohhde-cologne.com
- Bezzu: Delivered holistic launch marketing strategy for innovative fashion & retail mobile marketplace app into multiple markets (UK/IE & EU)



● Director International Marketing & Operations

DCMN | Apr 2018 - Jan 2020



● Director Account Management

DCMN | May 2016 - Apr 2018

Headquartered in Berlin, DCMN is an international full-service growth marketing agency. Part of the leadership team.

- Built Account Management team from scratch & led XFN teams across marketing, media buying & creative, consulting on and delivering localised ATL/BTL campaigns for clients across 6 international territories, overachieving yearly revenue target by 25%; Client examples: Etoro, Wix, Glossybox, Sportpursuit, Taxfix, Auto1;
- Developed Brand & Performance marketing solutions based on in-depth marketing research, analysis, consumer insight, effectively leveraging Digital and Offline media channels, delivering +100% YOY growth
- Drove holistic market-entry campaigns including media, localised creative as well as strategic partnerships. Successful campaigns include taking UK brands to multiple European & US markets. Examples: Secret Escapes, Asos, Eve Sleep;
- Introduced B2B demand generation initiatives through webinars, masterclasses and CRM programmes as a new biz dev approach, increasing new client signup by 50%
- Built coaching and development framework, improving staff output & retention



● Head of Marketing

Busuu | Oct 2012 - Jan 2016

busuu is an innovative, global language learning mobile app, providing courses in 12 languages to a global, 120 million+ user community. Subscription business model. Part of the leadership team.

- Took the brand from small Start-Up (set up marketing, partnership & customer service functions) to international challenger brand within 3 years, successfully establishing and rapidly growing global brand awareness and consideration and delivering 100%+ YOY user & revenue growth
- Led re-branding, redefining brand & positioning as part of move into mobile-first approach, supported by global launch campaign delivering smooth transition/UX
- Responsible for global marketing strategy, managing multi-million budgets across On-/Offline and Mobile in multiple international markets, building & leading team of 14 - ensuring XFN alignment with comms, product and CX roadmaps/priorities
- Developed tiered market approach, with Germany & UK developing into our revenue priority markets, informing global strategies
- Established B2B brand partnerships division, closing deals with telecom operators & education providers, creating new revenue stream achieving €600k in Y1

● Head of Social Media & CRM

Kgbdeals | Sep 2010 - Sep 2012

Kgbdeals was a daily deal marketplace, headquartered in the US.

- Established & led global content, social media and CRM strategy

● Marketing Consultant & Account Manager | B2C

Various Marketing Agencies | Mar 2004 - Aug 2010

Agencies: EHS 4D, Dialogue141, Amaze, Ogilvy One, RPM, TMW;
-Worked on some of the world's most loved brands, consulting on and executing campaigns across brand, ATL & BTL, incl. trade, event/IRL, experiential, shopper & POS
-Brands: Barclay's, BT, Coca Cola, DHL, Red Bull, Umbro, Lycamobile, Coty, L'Oréal, Duracell, Braun, Lexus and Nissan Europe



● Head of Market Development Strategy

Skyscanner | Apr 2023 - Now

Skyscanner is a global travel metasearch engine, available in over 30 languages. Actively serving as a trusted consultant on regional marketing to the Executive team.

- Translating global business growth objectives & ambiguous problem statements into cross-functional marketing strategies and leading global teams to accelerate growth, delivering double-digit % YOY revenue growth
- Spearheading creation of Go-To-Market briefs for 11 key markets, setting targets and directing strategic, creative & channel marketing activity to scale brand & user growth
- Providing coaching and guidance to local Marketing Managers, enabling them to seize regional opportunities while establishing global standards and best practices
- Assumed a pivotal role within the Brand team, bridging a critical skillset gap, and played a key part in shaping Skyscanner's inaugural Brand Investment Strategy, with a substantial budget exceeding double-digit millions over the next five years
- Concurrently overseeing the Product Marketing team, crafting comprehensive go-to-market plans & campaigns for Skyscanner's global products and features