



Dr. Tobias Grimm

Retail | Expansion | Business Development

Vienna, Austria

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

English (Fluent)

German (Native)

About

Retail-expert with leadership-competence in CEE-markets and a strong focus on business development and expansion

BRANDS WORKED WITH

AUDI AG

Brand University of Applied Sciences

Chilli Beans Europe

Peek & Cloppenburg Holding B.V.

Peek & Cloppenburg KG Düsseldorf

Peek & Cloppenburg KG Wien

Experience

● Geschäftsführer

Chilli Beans Europe | Jun 2023 - Dec 2023

● Head of Expansion

Peek & Cloppenburg Holding B.V. | Feb 2020 - Jun 2023

Project Lead: Roll Out of Male Fashion Store "Anson's" in CEE

Project Lead: Conception of Small P&C-Stores (1.500 - 2.500 m2 sales floor)

Project Lead: Reorganization of Store Opening Processes

Project Lead: Preparation of Market Entry of P&C in New Country (Confidential)

Evaluation of More than 200 Cities in CEE Region

● Sales Manager Flagship Store

Peek & Cloppenburg Holding B.V. | Sep 2016 - Feb 2020

Change Management due to Restructuring

Successful Implementing of Cost Cutting Initiatives

Turnaround in Maria Hilfer Straße 2017: First Positive Sales Development since the Opening of the Second Store in Downtown Vienna

● Associate Manager

Peek & Cloppenburg Holding B.V. | Jun 2015 - Aug 2016

Verkaufscontrolling International

● Department Manager

Peek & Cloppenburg KG Wien | Apr 2012 - Jul 2013

Herren Boss Shop im Weltstadthaus Wien Kärntnerstraße

● Junior Trainee

Peek & Cloppenburg KG Düsseldorf | Apr 2010 - Mar 2012

Verkauf, Einkauf, Unterstützung HR-Marketing

● Werkstudent

AUDI AG | Sep 2008 - Nov 2009

Prozess- und Systemintegration im Bereich CRM, B2C, Sales

● Gastdozent

Brand University of Applied Sciences | Jan 2024 -

Lecture: E-Commerce, Platform Economy & Digital Sales



Education & Training

- 2018 - 2020 ● **WU (Vienna University of Economics and Business)**
Doktor der Sozial- und Wirtschaftswissenschaften,
- 2013 - 2015 ● **WU (Vienna University of Economics and Business)**
Master of Science - MS,
- **Copenhagen Business School**
Auslandssemester 2014/2015,
- **WFI - Ingolstadt School of Management**
Bachelor of Science - BS,