



Thomas Greiderer

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

📍 London, UK

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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.ohhhdedologne.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