



Hello, I am Kati, a customer obsessed leader with 15+ years of experience working in the SaaS industry with B2B clients. I have built and scaled up Account Management, Customer Support and Professional Services teams. I have been a manager of managers as well as an individual contributor at both large, international companies and at lean, agile startups and scaleups.

PROFESSIONAL EXPERIENCE



Jun 2022 –
Present
4 years

Director of Client Success

Wellhub, Munich & remote (Germany)

- Accountable for over 30M EUR recurring revenue with clients in the highest tiers.
- Responsible for the Client Success and Wellbeing Engagement teams, 8 people.
- Built processes/onboarded partners, who generate 60% of total annual contract value.
- Achieved 100%+ of overall targets (upsell & retention) consecutively since 2022.
- Coached team members and led cross-functional initiatives globally.



Feb 2020 –
May 2022
2+ years

Vice President of Client Success

TrustYou, Munich (Germany)

- Accountable for Client Success and Professional Services teams across five markets.
- Scaled up the team from 8 to 25 people, while TrustYou grew from 90 to 180 people.
- Reported to the CTO for the first year, later on to the Senior VP Sales.
- Built a Professional Services team responsible for 75% of the company's revenue.
- Established new processes and reduced onboarding time by 11% in 2020.
- Played a decisive role in retaining our top client and winning the 2nd largest account.



Mar 2019 –
Jan 2020
~1 year

Director of Client Success

Prevented churn of one customer segment by 16% and of high ticket customers by 20% in 2019.



Feb 2018 –
Feb 2019
1 year

Product Manager of Core Business

Revamped a vertical by launching a core Analytics product for our biggest hospitality clients e.g. Accor, Shangri-la, Taj Hotels, OYO Rooms, among others.



Mar 2018 –
Dec 2018
<1 year

Member of Advisory Board and Product Manager

PCs4KIDS' Education, part time, fully remote

- Ownership of the overall product backlog.
- Coordinated product roll-out among individual Scrum teams (Scrum of Scrums).



Jan 2017 –
Feb 2018
>1 year

Team Lead and Product Manager

United Nations Volunteers, full time, Munich (Germany)

- Leadership of the largest IT project of the NGO PCs4KIDS.
- Hired a remote development team (3 developers, 1 UX designer, 1 product owner).



Jan 2016 –
Dec 2016
1 year

Lead Client Principal

ThoughtWorks, Berlin (Germany)

- Built 3 cross-functional development teams across DACH with 30 developers.
- Responsible as account manager for the Scout24 group. Successfully pitched the building of a Scout24 offshore delivery center in Barcelona. Revenue with this customer grew up to +50% YoY.



Jul 2014 –
Dec 2015
1,5 year

Pre-Sales Consultant for Digital Solutions

T-Systems International, Berlin (Germany), fully remote

- B2B pre-sales consulting of digital solutions for healthcare in Brazil & South Africa.
- Assisted South African sales team reaching two-digit growth in IT healthcare in 2015.



Aug 2013 –
Dec 2013
4 months
exchange

Business Developer for IT Healthcare Solutions

T-Systems Singapore, Singapore

- Managed implementation of SAP solutions for the Ministry of Health of Brunei.
- Prepared sales proposals (volume of 1M+ €) and staff training in APAC.



Aug 2011 –
Jul 2014
3 years

Product and Project Manager for Digital Solutions

T-Systems International, Bonn (Germany)

- Product manager for web portals, data clouds and mobile apps (revenue 20M €).
- Launched a new mobile application at CeBIT 2012, generated 1.5M € in leads.

Nov 2005 –
Apr 2011
>5 years

Trainee and entry-level positions in Germany and in Brazil:

New Business Development at Deutsche Telekom Europe, Consumer Insights at Clarice Herzog Associates, Strategic Planning at Ogilvy & Mather, Project Management at BankBoston and Marketing/Product at Citibank.

EDUCATION

MBA in Marketing Management

Universidade de São Paulo (University of São Paulo)

2009 – 2011 (concluded), Brazil

Received with distinction and honors, summa cum laude

Bachelor degree in Social Communication, majoring in Advertising

Faculdade Cásper Líbero (Faculty Cásper Líbero)

2004 – 2007 (concluded), Brazil

Received with great honor, magna cum laude

CERTIFICATIONS

Scrum Product Owner. **PRINCE2** Foundation and Practitioner.

LANGUAGES

Portuguese: Native. **English:** Proficient. **German:** Proficient. **Spanish:** Advanced.

PRESENTATIONS & WORKSHOPS

Trainer for Time & Tasks Management at DHL eCommerce Solutions, Panda Women Networking and TrustYou, Germany, 2024

Speaker at N.O.W. in IT at ThoughtWorks, Germany, Oct 2019

Keynote speaker at PyConWeb 2018 at Microsoft, Germany, Jul 2018

AWARDS & INITIATIVES

Member of Advisory Board of the startup Givetastic, winner of the second place in the Startup contest Hannoverimpuls, Germany, Jun 2020

Winner of **Women in Digital Award** by McKinsey & Company, Worldwide, Jan 2018

Nominated for **United Nations Online Volunteering Award 2017**, Worldwide, Dec 2017