





ONLINE SINCE 1985


DIRK PLOSS


INNOVATION PROFESSIONAL

PERSONAL DATA

 ADDRESS
GERT-MARCUS-STR. 9A
22529 HAMBURG


 TELEPHONE
+49 (0) 1520 – 863 26 48


 EMAIL
DERPLOSS@GMAIL.COM

 BORN
15.10.1970 IN HAMBURG

SOCIAL MEDIA

 LINKEDIN
LINKEDIN.COM/DERPLOSS

 XING
XING.COM/PROFILE/DIRK_PLOSS

 SLIDESHARE
DE.SLIDESHARE.NET/DERPLOSS

 TWITTER
TWITTER.COM/DERPLOSS

PROFILE

"I'm an experienced creative, manager and futurist with a background in marketing, eCommerce and innovation management. With my large network, intense curiosity, and excellent communication skills I help corporates and startups to create and manage the future."

EXPERIENCE

- 02.2015 – today ● **BEIERSDORF AG, Hamburg**
● Senior Innovation Manager
Responsible for the overhaul of the NIVEA innovation strategy and the development and implementation of an innovation intelligence solution.
- Head of Digital Technologies Scouting & Advisory
Setup and responsibility for startup scouting, prototyping of new digital technologies and the development and implementation of experimental digital business models.
- Successes:*
- Development and launch of Kindergarten app „CARE“
 - Development and launch of the digital midwife „Marlies“
 - Pilots and POCs with 17 international startups
- Head of Global eCommerce Multichannel
Support, consulting and collaboration with Beiersdorf's global retail customers, setting up and optimizing their online business.
- Achievements:*
- Development and global rollout of a framework and guideline for multichannel trade terms and conditions (TTC)
 - Development and rollout of an eCommerce assortment strategy
- 07.2014 – 01.2015 ● **CMO ON DEMAND (FREELANCER), Leipzig**
Freelancing Chief Marketing Officer; Clients included. promio.net GmbH, ConversionBoosting UG and eismann GmbH
- 02.2013 – 06.2014 ● **LECTURIO GMBH, Leipzig**
Chief Marketing Officer, Member of the Board
- Achievements:*
- Increase of new business B2C by +40% yoy
 - Increase of email permissions by +120%

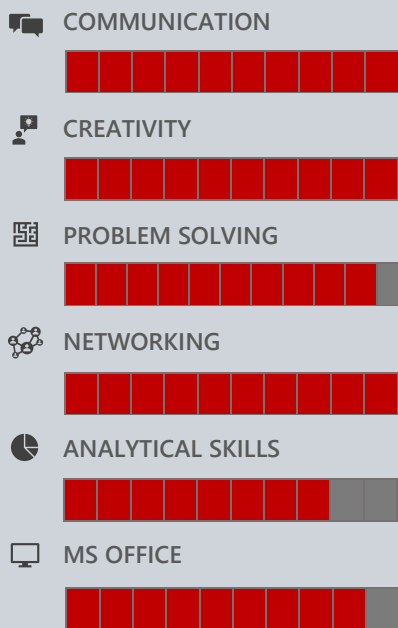


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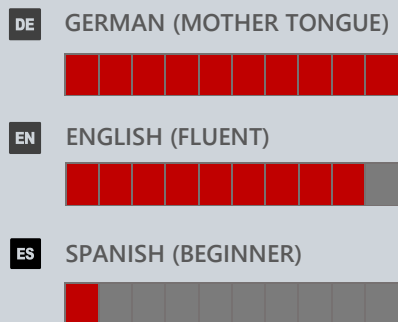
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SKILLS



LANGUAGES



EXPERIENCE (CONTINUED)

- 06.2012 – 01.2013 ● **SABBATICAL / BOOK PROJECT, Hamburg**
"Männer, die auf Parkplätze starren" (Hightext Verlag)
- 06.2008 – 05.2012 ● **OTTO (GMBH & CO. KG), Hamburg**
● Division Manager Marketing & Brand Communication
Strategic and operational marketing responsibility across all channels, including classic advertising (ATL), direct marketing, social media marketing, performance marketing and corporate design. 75 Mio. € annual budget, leading a team of 53 employees in four departments.
Achievements:
 - SEO: Position 2 in Sistrix „visibility index“
 - SEA: Driving sales volume by 17%, reducing budget by 22%
 - Affiliate Marketing: Reduction of CPO by more than 10%
 - Media: 2 Radio spots und 1 TV commercial in imas-Top-10
- Senior Manager Online Marketing (Department Lead)
Leading four teams (Email Marketing, eCRM, Onsite Marketing and Online Service Management). Department size of 21 employees.
Achievements:
 - Most successful onsite promotion ever (200.000 new leads)
 - Rollout recommendation engine on otto.de
 - Online-Star Award „Most popular online shop“
 - Gold New Media Award 2010
 - Silver GWA Effie 2010
- Team Lead Email Marketing
Leading team of seven employees, responsible for promotional planning, technical solution, content creation and fulfilment.
Achievements:
 - Increase of email permissions by 180%
 - Increase of direct sales via email by 275%
 - Introduction personalized newsletter



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EXPERIENCE (CONTINUED)

- 10.2004 – 05.2008 ● CUBIC CONSULTING GMBH, Hamburg
Founder & CEO
- 07.2002 – 09.2004 ● DICOM 24 GMBH, Stuttgart
General Manager
- 12.2001 – 06.2002 ● CLEARING SOLUTION GMBH, Cologne
Co-Founder & CMO
- 01.1997 – 11.2001 ● LOYALTY HAMBURG GMBH, Hamburg
Founder & CEO
- 09.1992 – 12.1996 ● FCB HAMBURG GMBH, Hamburg (today: Publicis Dialog)
 - Creative Director
 - Creative Group Head
 - Conceptual Copywriter

AWARDS (EXCERPT)

- 2019 Digital Communication Award
- 2019 German Brand Award
- 2012 Digital Communication Award
- 2012 Interactive Media Award
- 2011 Online Star

PUBLICATIONS (EXCERPT)

- 2022 Radical Innovation Management (Work in Progress)
- 2012 Männer, die auf Parkplätze starren, Hightext Verlag
- 2002 Intelligentes Couponing, Galileo Business
- 2002 Kundenkarten International – Best Practices (Study), businessvillage
- 2001 Handbuch E-Mail-Marketing, Galileo Business
- 2000 Das Loyalitäts-Netzwerk, Galileo Business