Philipp Hackländer

Interim Crisis and Distress PMO Lead · AI and Data Strategy · Ex Roland Berger

Rückerstraße 7, 10119 Berlin
+49 171 298 80 88
philipp.hacklaender@gmail.com
linkedin.com/in/philhacklaender
jobjoy.me/fluo
German & Spanish (native), EN, FR, IT, PT

15+ years on both sides: Strategy consulting (Roland Berger — Retail, CPG, Supply Chain), two tech start-ups (DataVirtuality — Gartner "Cool Vendor"; SOLRA data), independent consultant since 2020 on engagements of 2–9 months for corporates (VW, ZF, Bosch, Viessmann) and growth companies. Focus: Interim Program Management, AI/Data Strategy & Vendor Selection, Supply Chain Transformation, Post-Merger Integration.

3 TYPICAL PROJECT SCENARIOS — A PROFILE

Crisis PMO / Rapid Taskforce Office

Automotive & Industrial Goods

VW · ZF · Viessmann · BSH
I step in when systems are under distress: semiconductor taskforce, energy cost allocation, SCM forecasting. Bringing structure into chaotic situations, delivering results in 4–6 weeks.

AI / Data Strategy & Vendor Management

Deepmetis · DataVirtuality · AroundHome
ML team oversight, AI vendor selection, financial review of technical projects. Founder experience combined with consulting rigour.

Interim Management

SMEs in Digitalisation Phases

BottleAd · LEOGANT · JACASA
De-facto interim CEO: clearing billing backlogs, implementing CRM/ERP, automating processes, managing sales pipelines. Sleeves rolled up, results delivered.

PROJECTS & MANDATES (SINCE 2019)

Senior AI Strategy Consultant
11/2025 – present

Deepmetis / Metis_AI — ML & Predictive Analytics, Berlin

Senior technical oversight for software development team building an e-commerce/dropshipping platform in textiles. Managed an AI-powered SKU recognition pipeline (manual rework reduced by 88% over three iteration cycles). Financial review of a €350k project — identified critical currency error (€85k) in the first working week. Built a utilisation pipeline for developer allocation, offshore team management (Philippines), senior client-facing representation.

Interim Managing Director & Digitalisation Strategy
10/2024 – present

BottleAd MEDIA GmbH — Digital Retail Media / DOOH, Berlin

De-facto interim managing director after co-CEO departure. Cleared 3 years of billing backlog and built an automated invoicing structure (4 weeks FTE → 3h). Evaluation and integration of device management software and content management system for DOOH footprint expansion. Development of digital business processes, geographic scaling model, stakeholder management with retail partners and investors. Management of the sales process.

CRM & ERP System Implementation
09/2025 – 11/2025

LEOGANT — Water Treatment, Berlin

Implementation of ZOHO Books as an integrated solution for customer management and financial accounting. End-to-end process design from lead generation to invoicing. System configuration, data integration and interface setup. Change management, user training and build-out of integrated reporting structures.

Data-driven Real Estate Market Analysis
05/2025 – 07/2025

JACASA — Digital Real Estate Services, Berlin

Python-based data analysis and Tableau visualisation of purchase and rental prices across 7 German cities. Web scraping, development of quantitative hypotheses on value drivers and price determinants. Identification of investment opportunities and derivation of data-driven recommendations.

Content Strategy & Analytics
03/2025 – 04/2025

Animals Around the Globe — Digital Media, Berlin / Johannesburg

Strategic consulting for international digital media publisher. Analysis of content performance metrics, SEO optimisation and monetisation strategies.

Lead Generation & Platform Strategy
2025

Dragamo / Leadtransformer — SaaS, Berlin

Go-to-market consulting for SaaS platform in automated lead generation. Product positioning, sales strategy and competitive analysis.

Business Development & Market Entry
10/2024 – 01/2025

Airbeauty — Beauty Tech, Berlin

Market entry strategy and business development for beauty-tech start-up. Competitive analysis, partnership models and scaling planning.

Supply Chain Taskforce — Forecasting & Procurement
03/2023 – 06/2023

Viessmann Climate Solutions — HVAC, Allendorf/Eder (via Comatch)

Part of the supply chain taskforce of the heating, cooling & ventilation solutions manufacturer. Focus on forecasting and procurement management of fossil and renewable heating systems. Configuration of order packages for international sales organisations. Coordination between procurement, production and international sales. Variant reduction and optimisation of accessories/ordering systems.

Energy Cost Allocation & Product Controlling
05/2022 – 07/2022

ZF Friedrichshafen AG — Automotive Tier-1 (via Tsetinis Consulting)

Crisis-driven product controlling in the context of the 2022 energy price crisis. Built a multi-level energy cost allocation model (electricity mix across factories, metal content and production stages down to product level). First-ever granular cost attribution as a negotiation basis for annual OEM talks. Training of key account managers, pilot case for subsequent system adaptation.

Semiconductor Task Force — PMO
02/2022 – 06/2022

VW Group / Porsche Consulting — Automotive, Wolfsburg / Prague / Frankfurt

PMO of the semiconductor task force to manage the chip supply crisis. Identification and assessment of critical components across Tier-1 and sub-suppliers. Weekly risk analyses and flash updates on supply capability. Coordination between development teams and manufacturers to ensure production and certification deadlines. Revision of platform strategy (COVID + Ukraine).

Trading Houses — Strategy Consulting
01/2022 – 02/2022

AT Kearney Middle East — Government Advisory, KSA

Strategy consulting for the Saudi Ministry of Economy on building local value-added capacity. Data-driven analysis of production and processing capabilities to reduce import dependencies.

Factory of the Future — Digitalisation Concept
11/2021 – 12/2021

ZF Friedrichshafen AG — Automotive Tier-1 (via Tsetinis Consulting)

System integration blueprint for a Tier-1 automotive factory. Conception of EDI interfaces and data-sharing architecture for a cross-company parts network (ZF, Mercedes). End-to-end supply chain integration (production → material planning → warehouse → personnel). Rolling forecast with error tracking. Training concept. Delivered in 3 weeks.

Consumer Analytics Data Strategy
01/2021 – 05/2021

BSH Hausgeräte / Publicis Sapient — Consumer Electronics, Munich

Consumer analytics for a multinational home appliances corporation. Creation of consumer-centricity dashboards across European product countries and sales channels. Development of KPI hierarchies and data-driven decision templates for management.

Software Development PMO
05/2021 – 07/2021

Shopfabrik — Shopify Developer Company, Berlin / São Paulo

Built a scalable project management organisation for Shopify development projects (EOS, Weinfürst, Caparol). Standardisation of workflows, introduction of tracking and reporting structures. Management of parallel client projects with distributed development teams.

Booking Platform Software Implementation

2020 – 2021

Music Industry — DJ Booking, Berlin

Implementation of booking software for a DJ booking agency. Data integration (Amadeus Flight API, Chrome Extension), process analysis, requirements definition and go-live support.

Advisory Board & Strategy Consulting

2020

Life Sciences Company — Vaccine Enterprise, Germany

Strategic advisory to the management board. Support on governance structures, financial planning and growth strategy. Sparring partner for CEO.

Go-to-Market Strategy Indoor Tracking

06/2019 – 01/2020

IntraNav / Quantitec — WIFI Tracking / IoT, Frankfurt

Go-to-market strategy for an indoor tracking solution for supply chain transparency. Product versioning (core POC vs. modular extended versions), partnership model (analytics, consulting, ERP/WMS, hardware). Technology roadmap (RFID, UWB, 5G, AI), internationalisation plan and industry-specific use cases with ROI focus.

Operating Model & Financial Planning

04/2019 – 12/2019

Construyo / Partum GmbH — PropTech, Berlin

Operating model and financial planning for a PropTech start-up (marketplace for architects & engineers). Unit economics modelling, full contribution margin analysis across 6 dimensions. Scaling plan for €1M monthly sales. Crisis intervention: insolvency prevented through own network, sale with positive exit.

CAREER

Program Lead BI — Cross-Silo Data Integration

2016 – 2019

AroundHome / Käuferportal (via SOLRA data GmbH) — Online Platform, Berlin

Conception and implementation of an enterprise-wide BI architecture with self-learning data warehouse (DataVirtuality). Consolidation of lead scoring, online marketing, user cohorts and vendor portal data across 4+ front-ends (Excel, Qlik, Tableau, Power BI). Program lead for ~20 people, direct collaboration with founder/CEO and CFO. 1.5-year retainer.

Founder & Managing Director

08/2015 – 08/2019

Imaginebeyond / SOLRA data GmbH — Analytics & Software, Berlin

Founded and led a consultancy for data, analytics and bespoke software development. Clients: mid-market tech companies and start-ups. Build-out of controlling and KPI systems.

Co-Founder, CFO & COO

03/2012 – 08/2015

DataVirtuality GmbH — Logical Data Warehouse, Leipzig / San Francisco

Co-founder of a software start-up for logical data warehousing. Named "Cool Vendor" by Gartner, German Accelerator Silicon Valley. Responsible for finance, strategy, HR and operations. Opened San Francisco office in 2014. Fastest-growing analytics start-up 2018.

Project Leader

01/2007 – 12/2011

Roland Berger Strategy Consultants — Munich / Berlin

Project leadership at European level for food retailers, fashion brands and automotive suppliers across DE, PL, RO, HR, FR, BE, NL. Specialisation: Consumer Goods & Retail — Due Diligence, Post-Merger Integration, Restructuring, Supply Chain, Pricing. Selected mandates: Working Capital Reduction adidas/Reebok, CRM harmonisation of European key accounts, Financial Planning METRO/Real (€1.5bn EBIT Improvement Programme), Market Due Diligence confectionery & vending machines (BeNeLux/DACH).

Junior / Senior Product Manager

07/2003 – 12/2006

L'Oréal Germany — Düsseldorf / Paris / Monaco

Product management for cosmetics brands Biotherm (luxury) and Garnier (consumer products). Product development, marketing mix management, controlling. Introduction of SAP and new forecasting software for the Luxury Division.

SKILLS & COMPETENCIES

Strategy & Consulting

LANGUAGES

German	Native
Spanish	Native

	Vendor Selection, Due Diligence, IC/IP Valuation (IAS 38, IFRS 3/13), Change Management
Project & Operations	PMO, Interim Management, Process Optimisation, ERP (SAP, ZOHO), Financial Planning, Forecasting
Business Development	Go-to-Market, Stakeholder Management, Ecosystem Curation, Investor Relations
Data & Technology	AI/ML Strategy, Data Warehouse, Python, Tableau, Salesforce, CRM/Lead Scoring, n8n
Industries	Automotive/Semiconductor, FMCG/Retail, SaaS/Tech, Supply Chain/Logistics, Financial Services

English	Fluent (business)
French	Fluent (business)
Italian	Conversational
Portuguese	Conversational
Arabic	Basic

REGIONS

DACH, BeNeLux, CEE (PL, RO, CZ, HR), FR, UK, KSA, USA (Silicon Valley), South America, Sub-Saharan Africa

AVAILABILITY

Berlin / Remote / On-site worldwide · Day rate €1,400 + VAT, excl. travel & expenses

EDUCATION

1999 – 2003   Dipl.-Kfm. (M.Sc.), Intl. Business Administration
European Business School (EBS), Oestrich-Winkel.
Exchange: R. Ivey School of Business (Canada), Universidad de Sevilla (Spain)

1991 – 1999   Abitur — Röntgen-Gymnasium Remscheid (valedictorian)