

Marcus Greinke

CMO / CGO · AI TRANSFORMATION FOR MARKETING TEAMS

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PROFILE

Marketing and growth executive with 20+ years as CMO and CGO across marketplaces, FinTech, SaaS and D2C brands in Europe and the US. I build brands and growth engines that move the numbers that matter: CAC cut by 40% at Penta and 70% at Coya, onboarding conversion from 50% to 90% at Reach Finance, organic views grown 12x within a year at mobile.de. What sets me apart: I am one of the few marketing executives who personally builds AI-powered operations instead of commissioning slides about them. A fully automated LLM copy engine running company-wide at orderbird. An AI creative pipeline delivering 26% lower CPA at mobile.de. Available for CMO/CGO roles, interim mandates and AI transformation projects. Native German and English.

EXPERIENCE

mobile.de (Adevinta) September 2025 – present

AI TRANSFORMATION & SENIOR STRATEGY, CREATIVE STUDIO

Leading the AI transformation of Creative Studio, the strategic and creative center for mobile.de and Null Leasing.

- Built and validated the AI creative production pipeline for paid social: AI-generated assets at 26% lower CPA than conventional creative, top asset 41% below campaign average.
- Grew organic social views 12x year over year (Q2 2025 vs Q2 2026): 10x on TikTok, 13x on Meta, in a market where the average brand account lost Facebook views.
- Designed and shipped an AI briefing intake system: structured agent conversation to auto-generated brief, Jira ticket and Slack routing, end to end without manual overhead.
- Architecting agentic workflows across ad platforms, DAM and internal data via MCP integrations.
- Brand strategy and campaign development for mobile.de and Null Leasing.

Orderbird November 2024 – August 2025

BRAND STRATEGY & AI TRANSFORMATION (INTERIM)

- Rebuilt the brand into a codified strategic system: positioning, tone of voice, messaging architecture, funnel-stage variations.
- Used that precision as the foundation for a fully automated LLM engine generating on-brand copy for any application company-wide: campaigns, performance marketing, product, CRM, sales.
- Enabled cross-functional teams with messaging frameworks, CTA libraries and micro-trainings, replacing manual copy review while raising consistency.

O.E.L. October 2024 – July 2025

BRAND, GROWTH & D2C TRANSFORMATION (INTERIM)

Led repositioning, product marketing and growth for a premium D2C olive oil brand.

- Increased AOV by 67% within three months; lifted CM3 from 34% to 57%.
- Grew CRM-driven orders by 400% and LTV from €160 to €297 through newly built email and funnel programs.
- Launched two product lines, restructured Shopify PDPs and subscription logic for conversion, and directed AI-assisted campaign visuals.

Fractional CMO/CGO Practice 2009 – present

CONSULTING ALONGSIDE AND BETWEEN EXECUTIVE MANDATES

Creative strategy, customer journey optimization, data-driven growth and CRM implementation for venture-backed and mid-sized companies. Since 2024 with AI transformation of marketing operations as the core offer.

Reach Finance 2022 – 2024

CO-FOUNDER & CHIEF GROWTH OFFICER

- Raised onboarding completion from 50% to nearly 90% within six months through bi-weekly data-driven experiments, tripling overall conversions for the financial planning app.
- Led growth, digital marketing and product development strategy across agile product, data and UX teams.

Penta/Qonto 2020 – 2021

CHIEF MARKETING OFFICER

- Reduced CAC by over 40% through restructured acquisition funnels and improved onboarding completion.
- Developed go-to-market strategies for the B2B2C FinTech's international expansion.

Coya/Luko 2019 – 2020

CHIEF MARKETING OFFICER

- Reduced CAC by over 70% through systematic A/B testing and UX enhancements.
- Built the InsurTech's brand identity and a data-driven marketing culture on Looker and Google Analytics.

FAM Brands 2015 – 2017

VP MARKETING & ECOMMERCE

- Expanded an athleisure brand portfolio into Europe and Asia at up to 40% YoY growth through strategic localization.
- Built a micro-influencer network driving up to 60% of sales at reduced CAC.

Ellie 2012 – 2014

CO-FOUNDER & CHIEF GROWTH OFFICER

- Built a 2,000-strong Instagram influencer network driving 50% of sales at lower CAC and higher conversion than paid channels.
- Personalized subscription onboarding reduced returns by 80% and increased average order value.

Charles & Marie 2006 – 2011

CURATED DESIGN E-COMMERCE

- Pioneered one of the earliest curated design e-commerce brands; referral programs generated 25% of sales, expansion from the US into Germany.

The Brand Union 1999 – 2006

CEO CONSUMER BRANDS

- Led global brand strategy projects at the agency, including the redefinition of Vodafone's global positioning and messaging across markets.

SKILLS

AI Marketing Systems LLM copy engines and agent design, agentic workflow orchestration (Langdock, n8n, MCP integrations), AI creative pipelines (ElevenLabs, Leonardo, Kling), prompt and system architecture.

Strategic Marketing & Growth Acquisition and retention strategy, funnel optimization and CRO, market expansion across Europe, Asia and the US.

Brand & Messaging Systems Positioning, tone of voice, codified messaging architectures precise enough for automated execution.

Data-Driven Decision Making GA4, Looker, Tableau, Mixpanel; KPI systems built on outcomes, not vanity metrics.

EDUCATION

Art Center College of Design, Pasadena, CA · BA in Graphic Design