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www.linkedin.com/in/eulerfra

(LinkedIn)

www.multichannelconsult.de

(Personal)

www.eulerconsulting.de (Personal)

Top Skills

Performance-Marketing

Soziale Medien

Lovable

Certifications

Python Bootcamp: Vom Anfänger zum Profi, inkl. Data Science

AI Automation: Build LLM Apps & AI Agents with n8n & APIs

The Complete Agentic AI Engineering Course

Frank R. Euler

Digital Growth & Transformation | AI & Automation Strategist |

Marketing Innovation | Ex-Amazon

Bavaria, Germany

Summary

As a digital business leader with extensive years of experience, I help organizations unlock growth through scalable marketing, automation, and data-driven innovation. From launching new platforms to turning around underperforming operations, I bring a hands-on, cross-functional approach to transformation—rooted in strategy and powered by technology.

At Amazon, I led EU-wide initiatives across Kindle Direct Publishing and BuyVIP, doubling market revenue, streamlining operations across five countries, and driving automation using Python, SQL, and process tools. My leadership spans tech, financial services, and consumer sectors and publishing - with a focus on building high-performing teams and delivering measurable business outcomes.

What I do best:

- Lead digital transformation and marketing innovation
- Design and implement AI-based automation solutions
- Scale online businesses across borders
- Advise executives on growth, restructuring, and technology alignment

Whether working with global corporations or advising fast-scaling teams, I operate at the intersection of business strategy and operational execution—with a proven track record of delivering results.

Experience

MultiChannelConsult

Partner

October 2025 - Present (2 months)

Providing consulting services in digital transformation, multichannel strategy, and business process automation with a strong focus on growth, efficiency, and customer experience.

Amazon

8 years 9 months

EU Program Manager Kindle Direct Publishing
January 2024 - September 2025 (1 year 9 months)
München, Bayern, Deutschland

Head of Kindle Direct Publishing - DE
January 2017 - December 2023 (7 years)

Amazon BuyVIP

4 years 10 months

Head of EU Marketing
September 2014 - December 2016 (2 years 4 months)

Head of Marketing Germany
March 2012 - August 2014 (2 years 6 months)

Sparkassen Broker

Director Marketing

February 2005 - February 2012 (7 years 1 month)

Euler Consulting

Berater

January 2003 - January 2005 (2 years 1 month)

McCann - Erickson

Management Supervisor

April 2000 - December 2002 (2 years 9 months)
Frankfurt am Main, Hessen, Deutschland

Bates Germany

Management Supervisor

November 1998 - March 2000 (1 year 5 months)
Frankfurt am Main, Hessen, Deutschland

Ogilvy & Mather

Account Director

January 1992 - May 1997 (5 years 5 months)
Frankfurt am Main, Hessen, Deutschland

Education

Thunderbird, The American Graduate School of International Management

Master of International Management · (1997 - 1998)

Westfälische Wilhelms-Universität Münster

Diplom-Kaufmann, Betriebswirtschaft · (1987 - 1991)

Universität des Saarlandes

· (1985 - 1987)