

Sebastian Ottow

Creative, Strategist, Digital Business



PERSONAL INFO



BORN 25th May 1985
IN BERLIN



GRAINWINKEL 8A
82057 ICKING



SEB.OTTOW@GMAIL.COM



+49 160 44 070 44



/IN/SEBASTIAN-OTTOW

LANGUAGES

German



English



SKILLS

EXPERTISE

Product Development



Business Development



Strategy



Online Marketing



COMPUTING

MS Office



JIRA / Confluence



Google Analytics



OTHER

Driver's License B

WORK EXPERIENCE

CEO & Managing Director

CAR Information Services GmbH, Icking

08/2021 – now

Core projects: (1) Development of proof of concept & MVP, (2) Development of business model & business case, (3) Pitching and winning over new customers & investors, (4) Development of a market entry strategy

- Definition of CarPass business model and case
- Formulating the requirements and managing the development of the digital CarPass MVP WebApp Platform solution
- Shareholder management / Pitching for new investors
- Negotiation of partner contracts, customer contracts and project assignment for external service providers

Senior Manager & Teamlead Product Management

Sixt Leasing SE, Pullach

02/2019 – 07/2021

Core projects: (1) Development of a "Wartung & Verschleiß" Pricing Engine, (2) Implementation of third-party software to increase efficiency, (3) Development "Händlerportal", (4) Teamlead product management & taskforce member change management

- Definition of business requirements for "Wartung & Verschleiß" Kfz-products, calculation logics and product diversification
- Managing the development of multiple software development and integration projects
- Close collaboration with business departments and operational service departments
- Negotiation of partner contracts and project assignment for external service providers

Business & Product Development

Travel24.com AG, Leipzig

01/2017 – 01/2019

Core projects: (1) Relaunch and Development of the Travel24.com online travel booking website, (2) Strategy Online Marketing and Traffic Management

- Innovation and Product Management; development of a growth strategy for the travel and flight sectors
- Managing and building Cross-Sales and After-Sales programs and CRM initiatives
- Operational and strategic responsibility of the areas Traffic Management and Online Marketing (SEM, Display, Social Media)
- Negotiation of partner contracts and project assignment for external service providers

Co-Marketing Executive (previously intern)

PayPal, Berlin

06/2015 – 04/2016

Core projects: (1) Relaunch of the redesigned PayPal App in DACH region, (2) Development of Marketing Strategy for PayPal Gifts

- Responsibility for Marketing Management and support of Product Development of the new PayPal App in DACH region
- Establishing SEM and Display Marketing Reporting with focus on CPC, CPO and CVR
- Conception of seasonal and weekly Newsletters in connection with other Marketing measures

INTERESTS

Fishing, Programming, Constructing FPV
Quadcopters, Traveling

- Co-Marketing and Product Development of PayPal Gifts
- Conception and Implementation of Marketing Strategies for the PayPal App, PayPal.me and PayPal Send Money (P2P)

EDUCATION

- **Master International Marketing Management**
Hochschule für Wirtschaft und Recht, Berlin 10/2014 – 10/2016

International Marketing Management – Master of Arts
Master Thesis: Personalized Pricing in Online Services – A Scientific Approach on Extent of Use and Limitations

- Final Grade: 2,5

- **Bachelor Communication Management**
Business School Berlin Potsdam, Berlin 10/2011 – 08/2014

Communication Management – Bachelor of Arts

- Final Grade: 1,9

- **Diploma Fisheries and Aquaculture**
Vancouver Island University, Nanaimo, Canada 08/2006 – 05/2011

Fisheries and Aquaculture – Canadian Diploma

- Final Grade: passed

- **Abitur**
Fichtenberg Oberschule, Berlin 06/1998 – 04/2006

- Final Grade: 3,2

CERTIFICATES

- **Agile Methoden, Design Thinking, Lean Startup, Business Model Generation**
Brainbirds GmbH 05/2019 – 09/2019

EXPERIENCE ABROAD

- **University Studies, Canada**
Nanaimo, British Columbia 08/2006 – 05/2011

Studies of Fisheries & Aquaculture at the Vancouver Island University

- **Exchange Student, USA**
Gas City, Indiana 06/2002 – 05/2003

One-year part of the Highschool grade "Junior"