

VINCENT RABL

Stanford GSB MBA • Ex-CEO

rabl@stanford.edu • +1 (650) 507-7647 • www.linkedin.com/in/vincentrabl • US work authorization • German citizen

EDUCATION

STANFORD GRADUATE SCHOOL OF BUSINESS
M.B.A. Candidate • First-Generation/Low-Income Club president

Stanford, California
2024 – 2026

LONDON SCHOOL OF ECONOMICS
M.S. Economic Psychology • Elected class representative

London, United Kingdom
2018 – 2019

DRESDEN UNIVERSITY OF TECHNOLOGY
B.S. Business and Economics • Graduated 3rd of 250

Dresden, Germany
2012 – 2016

EXPERIENCE

CLOZD Salt Lake City, Utah
Product Management Intern Summer 2025

Drove development of new AI features for qualitative research software company

- Product: Cut AI summary load time 90% by driving product/engineering alignment on feature redesign
- Data Analytics: Found root cause of critical KPI drop via SQL analysis; insights triggered creation CEO-led task force

ACKERHERZ Berlin, Germany
Chief Executive Officer 2022 – 2024

Launched and led the German entity of France's largest organic food online retailer, La Fourche

- Finance: Built Excel model and managed P&L; delivered 10% more free cash flow than planned
- People: Built and led 6-person cross-functional team; earned highest satisfaction score (9.2/10) across 23 company teams
- Operations: Cut unit cost 43% (\$35 to \$20) by redesigning warehouse layout and streamlining pick & pack flow
- Marketing: Grew revenue from \$0 to \$4M run-rate in year 1 by cutting acquisition cost from \$500 to \$5 through AB testing
- Sales: Negotiated \$3M warehouse contract and signed 7 key suppliers amid complex, multi-party dealmaking

ENMACC Munich, Germany
Chief of Staff 2020 – 2022

Managed strategic projects and key relationships for leadership

- Business Operations: Cut order-to-cash time 40% by improving CRM workflows and building billing automation tool
- Board Meeting: Substantially improved board meeting by quarterly written updates and a new detailed KPI reporting
- Stakeholder Management: Increased company goal completion rate 15% by revamping OKR process with mid-level leaders

HELLOFRESH Berlin, Germany
Go-to-Market Strategy Manager 2019 – 2020

Managed end-to-end projects for revenue growth as part of in-house consulting team for small sub-venture

- Project Management: Boosted revenue 50% in 1st month by redesigning customer journey based on sales funnel analysis
- Business Planning: Built bottom-up model to improve sales hiring plan accuracy by 30%

RUBINMEDIA Cologne, Germany
Business Operations Manager 2016 – 2017

Supported the CEO in a turnaround of a small agency focused on website and app development

- Financial Management: Avoided cash-out by building 6-month liquidity plan and managing monthly close process

ADDITIONAL

- **Languages:** English (business fluent), German (native), Spanish (conversational fluent)
- **Tools:** Excel, PowerPoint, SQL, Tableau/Looker Studio, Salesforce/Hubspot/Klavyio, Zapier
- **Interests:** Politics (German conservative party, CSU), reading non-fiction