METZGER & MORE

CRM Expert & Data Enthusiast. Seeing the big picture. Making things happen. Bridging marketing and technology.



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Profile

Connecting CRM strategy, technology and execution to drive customer value.

- CRM and MarTech strategy, solution architecture and implementation of marketing automation platforms
- Leadership of cross-functional CRM and technology projects, bridging marketing, IT and business
- B2C and B2B customer engagement, lifecycle management and data-driven marketing
- Data protection and data governance consulting

CRM, MarTech & Data Platforms - Selected Technology Expertise

CRM & Marketing Automation	Brevo · Dymatrix · HubSpot · SAP Engagement Cloud (formerly SAP Emarsys)
Campaign Management & Messaging	CleverPush · CleverReach · ELAINE · Inxmail · Mailjet · SendGrid
Customer Data & Identity Platforms	Adobe Experience Platform · BlueVenn · mParticle · SAP CDP / CDC · Tealium · Twilio Segment
Customer Engagement & Personalization	Apteco · Blueshift · Braze · CrossEngage · Evergage (now Salesforce Marketing Cloud Personalization) · Optimove

Professional Background

Experience	30 years in CRM · 25 years in consulting & interim management
Certifications & Executive Education	Certified Data Protection Officer (GDDcert. EU) Chief Data Officer Programme (Bitkom Academy)
Industry Expertise	Telecommunications · Media & Entertainment · Retail & E-commerce · Financial Services
Leadership & Management Roles	Chief Data Officer · Project Lead · Head of Department

Selected Projects & Client Engagements

Recent & Key Client Engagements

Since 05/2026 — **Arvato Systems GmbH, 33333 Gütersloh**

- Technical implementation and configuration of SAP Engagement Cloud, integrated with SAP CDP, SAP Commerce Cloud, SAP CDC and S/4HANA
- CRM and MarTech consulting, covering solution architecture, customer journeys and marketing automation

Since 05/2013 — **Seven.One Entertainment Group GmbH, Unterföhring**

- CRM strategy, design and implementation for digital B2C business models in the media and entertainment industry
- Design and development of CRM and campaign management infrastructure, leveraging platforms such as Emarsys, Adobe Campaign, DynaCampaign and Braze

01/2021 – 06/2025 — **Telefónica Germany GmbH & Co. OHG, Munich**

- Strategic CRM consulting with a focus on B2C customer lifecycle management and retention marketing
- Led strategic blueprinting for an end-to-end customer journey management platform

12/2018 – 01/2020 — **Joyn GmbH, Munich**

- Led the RFP and vendor selection process for a new CRM technology stack
- Led the implementation of the Optimove Customer Data Platform

Further Selected Client Engagements

06/2018 – 02/2019 — **Hauck & Aufhäuser Privatbankiers AG, Frankfurt**

- Developed a lead management strategy for digital wealth management
- Designed the technical infrastructure for CRM and campaign management

04/2018 – 06/2019 — **Tipico Retail Services GmbH, Karlsruhe**

- Developed CRM strategies, campaign concepts and customer engagement channels
- Designed and implemented a modular marketing toolkit for franchise partners

08/2012 – 04/2013 — **maxdome GmbH & Co. KG, Unterföhring**

- Strategic development and establishment of the CRM and direct marketing function
- Designed and implemented customer engagement programmes and communication channels to drive activation, retention, upselling and cross-selling

10/2010 – 06/2012 — **Kabel Deutschland Vertrieb & Service GmbH & Co. KG, Unterföhring**

- Strategic CRM consulting with a focus on customer lifecycle and retention
- Led the development of a centralised opt-in database and lead management strategy

08/2007 – 08/2008 — **Fortis Credit4me GmbH, Essen**

- Led CRM operations and the direct marketing department, managing a team of five