




# ULRICH KALETA


INTERIM MANAGER &  
CONSULTANT FOR  
MARKETING & ECOMMERCE


## ABOUT ME

Over the past 20 years I have successfully led and executed a variety of marketing and eCommerce initiatives across diverse industries. My expertise spans from strategic planning and execution to operational excellence, ROI-increase and team development. I have consistently delivered measurable results by leveraging data-driven insights and innovative digital marketing strategies to fulfil the expectations of the C-level.

## CONTACT

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## PERSONAL

Date of Birth 21.06.1974

Place of Birth Göttingen

Nationality German

## LANGUAGES

German Native

English Business fluent

## WORK & PROFESSIONAL EXPERIENCE

**01 / 2014 – today**

**Interim Manager & Consultant for  
Marketing & eCommerce**

Freelancer, Berlin

- Consulting over 40 companies of different sizes and industries (Project extract see below)
- Various interim roles as CMO, Head-of or Team-lead in Marketing and eCommerce
- Revenue & ROI, operational and strategic responsibility in different roles

**05 / 2015 – today**

**Member of the advisory board**

Aufbau-Verlage, Berlin

**03 / 2020 – today**

**Strategic Advisor**

Bellissy Solutions GmbH, Frankfurt

**07 / 2024 – today**

**Member of the advisory board**

Cognitivo AG, Karlsruhe

**12 / 2016 – 02 / 2022**

**Co-Founder and Marketing Advisor**

Relax Commerce GmbH (wundercurves.de), Leipzig

**09 / 2008 – 12 / 2013**

**Director Marketing**

notebooksbilliger.de AG, Berlin

- Responsible for all strategic and operational marketing activities including budget responsibility with a focus on performance marketing & CRM, the ATL channels TV, print and OOH
- Responsible for social media and PR activities to increase reputation and sales implications
- Optimization of the shop from a usability and sales conversion perspective
- Development of additional sales channels and formats like life shopping
- Implementation of Retail Media and handling of cooperation and co-marketing with manufacturers (Intel, Microsoft, HP, etc.)
- Budget and team responsibility

**01 / 2008 – 12 / 2009**

**Co-Founder and Marketing Lead**

frag-titus.de GmbH, Frankfurt, a city guide based on user generated content



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## SKILLS

Strategy & Tactics	<div style="width: 100%;"></div>
Team leadership	<div style="width: 100%;"></div>
Online Marketing	<div style="width: 100%;"></div>
Go-to-market	<div style="width: 100%;"></div>
Marketing Attribution	<div style="width: 100%;"></div>
Project Management	<div style="width: 100%;"></div>

## INDUSTRIES

Retail	<div style="width: 100%;"></div>
Fashion	<div style="width: 100%;"></div>
Shoes	<div style="width: 100%;"></div>
Electronics & Software	<div style="width: 100%;"></div>
Subscriptions	<div style="width: 100%;"></div>
DIY	<div style="width: 100%;"></div>
Finance	<div style="width: 100%;"></div>
Medical	<div style="width: 100%;"></div>
Travel	<div style="width: 100%;"></div>

## WORK & PROFESSIONAL EXPERIENCE

06 / 2004 – 12 / 2007

### Online Communications Manager

BRITA GmbH in Taunusstein / Wiesbaden

- Responsible for all international online activities of the BRITA Group with 12 subsidiaries and around 40 sales companies
- Coordination and responsibility for international internal corporate communications and PR projects
- Personnel responsibility for three employees

01 / 2002 – 06 / 2004

### Project Manager

BBDO InterOne GmbH, Frankfurt and Wiesbaden

- Responsible for the accounts of Nestlé AG, Fraport AG, Lufthansa SkyChefs and Herta AG and others in online and dialogue marketing
- Successfully completed projects as launches of websites & online shop including resource and budget planning
- Team responsibility

09 / 2000 – 12 / 2001

### Web Application Developer

PopNet Kommunikation GmbH, Frankfurt

- Transfer of operations due to insolvency into BBDO InterOne GmbH

## EDUCATION

10 / 1999 – 09 / 2000

### Scientific work as part of Community service

NABU Hessen, Wetzlar

1993 – 1999

### Diploma in Agricultural Science

Justus-Liebig-University, Gießen

- Diploma grade: very good (1.4), top 10% of the year
- Areas of study: project and regional planning, environmental management, landscape ecology and planning

1980 - 1993

School till A-Level

- Liebig-Schule, Gießen (A-Level: 2.3)
- Brüder-Grimm-Schule, Gießen
- Grundschule am Sandberg, Hannover

# PROJECT EXTRACT

Client	Role and Task	Period
	Marketing Strategy Consultant: Defined Marketing Attribution and MMM approaches to increase ROI . Guided the search strategy (SEA/SEO).	2024 - 2025
	Interim Team Lead: Led the Customer Activation Team, focusing on conceptualizing and implementing tactics to achieve customer goals.	2023 - 2024
	CRM Strategy Consultant: Provided CRM strategy and conducted workshops.	2023- 2024
	eCommerce Strategy Consultant: Consulted on expanding eCommerce offers and provided pitch support.	2023
	Marketing Attribution Specialist: Evaluated existing attribution models and developed new approaches.	2022 - 2023
	Interim CMO: Focused on operational excellence in digital marketing channels and marketing analytics & planning.	2022
	Director of Consumer Business: Led a team of about 160 people to increase consumer revenue online and in stores, scale all marketing channels and build up an eCommerce team in two locations.	2020 - 2022
	Marketing Advisor: Advised on consumer-related Influencer platform and scaling approaches of the BtB platform.	2020 - 2024
	Interim CMO: Focused on operational excellence in digital marketing channels and establishing efficient working routines.	2019 - 2020
	Marketing Consultant: Conducted marketing channel and analysis workshops.	2019
	Interim-Competence Center Lead: Established a new build team to increase revenue for direct-to-consumer online shops and marketplaces as Amazon and Zalando.	2018 - 2019
	Interim-Head of Campaign with evaluation and establishing a new CRM & campaign software included building up a new CRM team	2017 - 2019

Ulrich Kaleta

Interim Manager & Consultant

# PROJECT EXTRACT

Client	Role and Task	Period
<b>B/S/H/</b>	Marketing Consultant: Developed a marketing-driven business case for an app-based cooking club.	2016 - 2017
<b>BIRKENSTOCK</b>	Interim Head of Online Marketing: Led the digital marketing unit, focusing on search channels, team development, and CRM tool assessment.	2016 - 2017
<b>RAIFFEISEN</b>	Marketing Strategy Consultant: Reviewed and analyzed marketing channels and conducted workshops on marketing tracking and analytics.	2017
	Marketing Strategy Consultant: Specialized in SEA/SEO and scaling this business model for the building materials industry.	2015 - 2019
	Marketing Strategy Consultant: Focused on business development and new approaches.	2015 - 2019
	Marketing Strategy Consultant: Specialized in search and retention channels to increase efficiency and scale revenue.	2015 - 2016
	Marketing Strategy Consultant: Advised C-Suite in Marketing strategy.	2015 - 2016
	Marketing Analytics Specialist: Conducted reviews and analyses of ROPO and store-order effects.	2015
	Marketing Strategy Consultant: Evaluated marketing and eCommerce performance and defining an action plan.	2015
	Marketing Strategy Consultant: Evaluated marketing and eCommerce performance, accompany implementation of strategic pillars and conducted workshops.	2014 - 2015
	Marketing Strategy Consultant: Evaluated marketing and eCommerce performance and defining an international scaling model to increase market share and revenue.	2014 - 2015
	Marketing Strategy Consultant: Evaluated marketing and eCommerce performance and defining an action plan.	2014 - 2015
	Marketing Consultant: Set-up of all marketing channels and drove revenue for the direct-to-consumer online shop.	2014 - 2019

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Interim Manager & Consultant