

Bosse Küllenberg

(CEO / CTO / CIO / board member)

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Professional Career

2023 JUN - now



pilot Agency Group (pilot Hamburg Verwaltungs GmbH)

Group CTO (Chief Technology & Operations Officer)

pilot is one of Germany's largest owner-managed media- and digital-agency networks (~600 FTE, 8 locations). We design, plan and run data-driven, omni-channel communication for brands such as Beiersdorf, Porsche & P&G. As Group CTO I steer the end-to-end tech stack, hyper-automation agenda and—since Oct 2023—the Creative Division, translating AI breakthroughs into measurable business impact.

Key achievements & current focus:

Enterprise AI Platform (pilotAI): launched a sovereign, GDPR-secure LLM stack (Q1 2024); >150 GenAI/ML use-cases live—from smart briefing to automated media mix modelling—running side-by-side with our teams.

Agentic Services Architecture: introduced a human-in-the-loop multi-agent framework (n8n + Camunda + Crew.ai) that pairs specialist AI agents with planners, analysts and creatives; now considered best practice by BVDW & ARIC.

Cloud-native Data Fabric: migrated core systems (MMT Mercury, Dremio lakehouse, HubSpot CRM) to an event-driven, Kubernetes-based environment; reduced campaign cycle-time by 40 % and cut data-prep effort by 60 %.

Createch Fusion: built "Createch Labs" to embed GenAI text-, image- & video-generation into concepting; first fully AI-augmented campaign (HaspaJoker 2024) delivered +18 % brand uplift and multiple award shortlists.

Hyperautomation Playbook: rolled out a 5-phase framework empowering business units to commission BPMN-driven automations with external partners; >20 E2E workflows live, saving ~9 FTE per year.

Thought Leadership: keynote speaker at DMEXCO, OMR, SXSW & AI-Kongress; co-lead of BVDW "AI Technology" lab, shaping industry standards for responsible agentic AI.

2022 JUL - MAY 2023

planned sabbatical

2019 FEB - 2022 JUN

ET ERNA

ETERNA Mode GmbH

CTO Chief Technical Officer

ETERNA is one of the leading fashion brands in Germany and has been a market leader in men's shirts and women's blouses since 1863.

As the CTO, I was responsible for all digital topics and technological systems from within the management team, as well as an 8 digit additional budget for the introduction of new ERP systems. I also lead the Digital Transformation and, together with the CEO, the organizational transformation of the company.

We relaunched and modernized all sales channels (Retail & Own Online Shops), switched to a multi-shop strategy (diverse target group stores) and introduced new channels such as TIKTOK and Interactive INSTAGRAM social shopping.

During my time we built a complex top modern tech stack (MS Dynamics 365 F&O Cloud ERP, Salesforce CRM, pure Cloud Infrastructure), in-housing critical infrastructure and core competencies and building own developer resources, developing on a modern micro-services oriented architecture.

As the CTO I led the company through the Corona crisis and home office challenges with digital solutions, driving technology development and transformation, and generating new revenue through a successful mask business in the first half of the crisis. We had to refinance the company during this time and were able to avert impending insolvency several times. In the end, we in the management successfully accompanied ETERNA as the first large German company through a StaRUG procedure.

2017 JUL - 2019 JAN



Sparq Corp. (USA/GER)

CDO Chief Digital Officer

As Chief Digital Officer at Sparq, I was responsible for developing and scaling the innovative blockchain-based ticketing platform at the U.S. startup from its headquarters in New York City (USA).

We worked with innovative Machine Learning / A.I. components in the area of matching algorithms and prediction systems (Prediction Analysis) and gained some recognition in the US technology scene. I was also responsible for the marketing department and positioned Sparq through my appearances as a speaker at various international congresses on important topics.

2015 JAN - 2018 NOV



Youpooily Corp. (USA/GER)

CDO Chief Digital Officer

Youpooily developed the next generation Invitation Maker App in Offices in New York (USA) and Hamburg (GER).

I was responsible not only for the digital marketing and growth strategy, but also for transforming the development into a cloud-based microservices architecture with a strong API and mobile-focused design for the US startup that changed the event invitation industry with the idea of micro-events based on blockchain ticketing technology. I led the teams in the Offices in Germany (HAM) and the US (NYC)

2014 AUG - 2014 DEC

SYZYGY

SYZYGY Deutschland GmbH

Executive Creative Director (interim)

Interims Management as Creative Lead for the Frankfurt Office and ECD in an important international pitch for BMW Motorcycles Worldwide

2008 JUL - 2014 AUG



Heye Digital Lab / DDB Germany

Director of Heye Digital Lab, member of the board

Co-Founder of a new kind of digital communication agency which was developing disruptive digital concepts for clients like Johnson&Johnson, McDonald's, bebe Young Care, VICHY, hohesC, G- SHOCK, Mont Blanc, Sixt, Tabasco or Gelbe Seiten.

2012 JUN - 2013 SEP



Brand University of Applied Sciences

Lecturer at University of Applied Sciences for Digital Branding

Concurrently to the digital transformation of the agency Heye / DDB I taught as a lecturer at an international University for the Subject of "Digital Branding" including: Social Media Strategies, Performance Measurement and Evaluation of Interactive Media, Targeted Branding through Interactive Media, Success Factors of SEO and SMO, Operational Implementation of Digital Branding

2005 Juni - 2009 September



Heye & Partner GmbH part of DDB Worldwide

Digital Creative Director, Member of the Board

I was asked by the MD of the DDB TribalDDB Group (Omnicom) in Munich to take over the mandate for the digital transformation of the agency brand Heye. This included: securing the creative product, igniting a digital transformational process for the advertising company and attracting new and existing clients. As a result, an incubator was created, the "Heye Digital Lab", which I managed with the goal of self-dissolution after successful transformation.

2003 FEB - 2007 NOV

spielplatz.cc Technologies GmbH & Co. KG

Co-Founder, Shareholder

Responsible of building a robust technological infrastructure to fulfill the needs of the parent company spielplatz.cc and their Mobile Marketing Campaigns. This firm produced fundamental server-side software and technological integrations for push- and pull-communication with early smartphones.

2002 AUG - 2008 JUN

spielplatz.cc Deutschland GmbH

Creative Director, Co-Founder

Co-Founder and Creative Head responsible for growing the Company and opening up Offices in Germany in order to attract even more talented Creatives and serve clients all over Europe.

Initiating an associated Partner agreement with the international Omnicom Tribal DDB Network and award winning projects for clients like McDonald's, Molkerei Müller, Volkswagen and Vodafone in close

partnership with Heye & Partner and Tribal DDB.

2002 MAR - 2008 DEC

spielplatz.cc Mobile Marketing GmbH, Innsbruck

Co-Founder, Shareholder

Co-Founder and Creative Head of one of the first Mobile Marketing Agencies in Europe creating pioneering work for clients in Germany, Italy, Austria and, in particular, Switzerland. These include Coca-Cola, Fanta, Nestea, Tirol Milch, Swarovski, BMW Mini, Volksbank Austria, Sunrise Telekom and Allianz Insurance.

2000 MAY - 2002 SEP

Elephant Seven GmbH (now Digitas Pixelpark)

Art Director

Art Director for Springer & Jacoby / elephant seven with responsibility for significant clients like Coca-Cola, Deutsche Post, Mercedes, Montblanc, Seat, Storck Riesen and Deutsche Telekom and gaining prestigious international creative awards.

1999 JUN - 2001 JUN

HIEL. BBDO Werbeagentur

Freelance Art Director

Art Director working on the initial BMW X5 launch and other product launch campaigns

1999 - 2001

Freelance Journalist

Journalist, Member of "VDZ Verband Deutscher Zeitschriftenverleger", VDZ ID: 42-2-6847

Working freelance for Sueddeutsche Zeitung and other newspapers and magazines and radio stations around Munich

1998 - 2000

Dreamfactory - The Infotainment Company

Co-Founder

First start-up right out of school! Founded digital agency "dreamfactory" in Munich to cater for the demand of multimedia websites and conversion to CD-Rom, when Floppy Disc became old-fashioned.

1997 - 1998

adpool | communication

Designer

My first job as a graphic designer in print advertising agency

"adpool | communication" in Munich for clients like Mizuno, Helsa, Thyssen and Ayinger beer.

Education

1989 - 2000

Christoph Probst Gymnasium, Neugilching (Bavaria)

Graduation with Abitur

Focus: German studies and Art

Publications

2019 - 2020

“Digitalisierung im Mittelstand: Trends, Impulse und Herausforderungen der digitalen Transformation“

Co-Author of non-fictional book

This book shows what mature companies need to meet the challenges of digital transformation.

Hardcover edition: 415 pages

Publisher: Springer / Gabler

ASIN : B08L597T35

<https://www.amazon.de/gp/product/B08L597T35/>

2006 - 2009

“Brand’s New Toy – Creative Mobile Marketing with Smartphone“

Author of non-fictional book

A standard work in the area of mobile marketing. It has been published by redline Publishing internationally, and translated into several other languages.

Hardcover edition: 326 pages fully colored

Publisher: mi-Fachverlag / Redline,

ISBN-10: 3636030760 – ISBN-13: 978- 3636030764

<https://www.amazon.de/Brands-New-Kreative-Markenkommunikation-%20Handy/dp/3636030760>

2007 - 2008

„Leitfaden Online Marketing – Das kompakte Wissen der Branche“

Co-Author of non-fictional book

853 pages field manual for online marketing

ISBN: 978-300020904-8; Co- Authors: Bosse Küllenberg, Bernd M.

Michael, Sebastian Turner, Susanne Fittkau, and more prominent

advertising professionals. Publisher: Torsten Schwarz

Knowledge & Skills

Languages

German: mother tongue

English: contractual and fluent in writing and conversation

French: conversational

Spanish: basic knowledge

Skills

Learned to be a father (since 2013)

Learned to dive deep and being a PADI Rescue Diver (in 1999)

Learned to sail the sea (SBF See and SBF Binnen since 1996)

Learned to fall down and get up quickly (kick boxing is a good training)

Learned to make my first own NFT and sold it at opensea.io in 2018

Learned to work with trade unions (IG Metall) and collective agreement

Learned to listen and be an Agile Coach (Scrum / KANBAN) back in 2012

Software

Adobe Creative Suite Master Collection (Photoshop, Illustrator, etc.)
various software for vector and pixel editing, photo retouching, illustration
Digital prepress (desktop publishing) and screen design
UI/UX Design (Sketch / Figma / Adobe XD)
CAD software for additive manufacturing (3D printing)
Typical organization and office programs (MacOS / Apple preference)
popular BI Tools Tableau and PowerBI
Experience in Microsoft Dynamics365 and MS Admin

Awards

2020	nominated CIO OF THE DECADE
2015	D&AD 2015 Wood Pencil Digital Design
2015	The ONE Show // Bronze Pencil
2013	ADC Deutschland 2001, 2010, 2013
2013	GWA EFFIE Finalist 2013
2011	Deutscher Mediapreis
2009	Annual Multimedia Award 2001, 2006, 2007 und 2009
2009	The Webby Awards Nominee & Official Honoree
2008	best of swiss web (online & mobile)
2007	OttoCar (Gold)
2005	New Media Award
2002	Cannes Cyber Lion
2002	Golden Award Montreux
2001	The One Show New York
	And a few more ...