Lara Klinkenberg

Digital & AI Transformation · Product · Enablement

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PROFILE

I am looking for a role where I shape strategy and stay close to delivery – in Digital Transformation, AI, Product or Innovation. I bring around ten years of experience across B2B SaaS marketing, product leadership and building my own consultancy. What I do best is introduce digital solutions in a way that people actually use day to day. I don't just put AI into strategies – I build with it myself: websites, dashboards and automations.

- **€500,000** revenue in the consultancy's first financial year
- **3 months** from idea to launch of a two-sided talent marketplace
- **0 to 7** people across Marketing, Product and Tech
- **+250%** website traffic and more than 2,000 leads generated

PROFESSIONAL EXPERIENCE

Founder & Managing Director · clusterfck consulting

Stuttgart / Düsseldorf · 10/2023 – present

- Co-founded, built and led a consultancy and boutique agency for digital workplace platforms.
- Advised clients including ebm-papst, DB, Faber-Castell, Edeka and Uhlmann Group on digital workplace platforms, from selection and strategy to implementation and continuous development.
- Designed workshops, user research and enablement initiatives to drive effective adoption of new platforms in day-to-day work.
- Built Unmute as a community brand and developed it as co-host through peer-learning formats, events and recurring revenue.

Director Product · Qunomedical

Berlin · 02/2023 – 08/2023

- Developed and owned the product strategy and roadmap for Qunosuite, a B2B healthcare software platform.
- Designed and introduced a RICE-based feature prioritisation framework.
- Built an agile, cross-functional product organisation and managed the product development lifecycle.

Head of Product & Head of Marketing · ONE HIRING (formerly EB Business Intelligence)

Düsseldorf · 11/2020 – 12/2022 · Head of Marketing from 11/2020, additionally Head of Product from 10/2021

- Conceptualised, built and launched a two-sided talent marketplace within three months; managed the Product and Tech team and an external agency.
- Developed roadmaps, OKRs, feature specifications and UX/UI concepts; reported directly to the CEO and CPO.
- Scaled Marketing from zero to five employees, increased website traffic by more than 250% and generated over 2,000 leads.

Global Marketing Manager · peopleware (formerly InVision AG)

Düsseldorf · 09/2016 – 10/2020

- Led international B2B SaaS marketing and introduced HubSpot as a company-wide marketing automation platform.
- Led a rebrand and increased the conversion rate from 5% to 15% through A/B and multivariate testing.
- Delivered an international conference series with more than 400 attendees per event.

Early Career · 2013 – 2016
Nespresso Germany, B2B Marketing Intern (02/2016 – 08/2016)
KPMG, Business Development Trainee (09/2015 – 01/2016)
METRO Group, Corporate Marketing & CRM Intern (01/2015 – 07/2015)
trivago, Online Marketing & SEO Trainee (09/2013 – 12/2014)

CORE SKILLS

Product: Product strategy, discovery, roadmaps, OKRs, feature definition, UX/UI, process digitisation
Transformation: Digital platforms, employee experience, change, adoption, enablement
Leadership: Team building, cross-functional leadership, workshops, coaching, clear communication
AI & Delivery: AI prototyping, automation, agents, databases, dashboards, knowledge systems

HANDS-ON AI EXPERIENCE

I use AI to develop applications, automate processes and translate ideas quickly into working prototypes.

Built: Websites, platforms, a fitness tracker and a personal Finance OS
Automated: Recurring processes with AI agents and connected workflows
Connected: Frontends, databases, hosting and knowledge systems
Tools: ChatGPT, Claude, Gemini, Copilot, Lovable, Midjourney, GitHub, Netlify, Supabase, Figma, Notion, n8n, Make, Zapier, Salesforce, Zoho

EDUCATION

Business Coach Programme (IHK), 2024 – 2026 · ongoing, nearing completion
M.A. General Management, SIBE Steinbeis University, Berlin · 02/2017 – 12/2019
M.B.A. General Management, Post University, Connecticut, USA · 02/2017 – 12/2019
B.B.A. International Marketing, Fontys University of Applied Sciences, Venlo · 09/2012 – 07/2016

LANGUAGES

German (native) · English (fluent) · Dutch (good working knowledge)

PERSONAL

I work best in open, direct teams where people ask questions and improve ideas together. Outside work: psychology, music and creative projects, travel, Pilates and motorcycling – and plenty of time with the people and animals who matter to me.