DIGITAL & AI TRANSFORMATION / PRODUCT / ENABLEMENT

Lara Klinkenberg

Making Things. Possible.

Duesseldorf · hello@laraklinkenberg.com · laraklinkenberg.com



PROFILE

Entrepreneur and product leader with more than ten years of experience in B2B SaaS, marketing and digital product development. I have built teams, products and a consulting business, and guided organisations through change. I combine entrepreneurial thinking, clear leadership and hands-on AI experience.

€ 500k	3 Months	0 → 7	+250%
Revenue in the first year of the consulting and agency business	From idea to talent marketplace with a small team	Built a marketing, product and tech team	Website traffic and 2,000+ leads through inbound marketing

CAREER

Professional Experience

10/2023 - PRESENT
Stuttgart / Düsseldorf

Founder & Managing Director • clusterfck consulting

- Co-founded and built a consultancy for digital platforms and transformation; generated €500k in revenue in its first financial year.
- Supported companies including ebm-papst, Deutsche Bahn and Faber-Castell with the strategy, launch and development of digital employee platforms, including international rollouts.
- Developed platform concepts, user research and adoption initiatives to make digital tools useful in day-to-day work.
- Built Unmute, a cross-industry community for decision-makers and internal communications experts, to more than 80 members from over 20 companies.

02/2023 - 08/2023
Berlin

Director Product • Qunomedical

- Advanced the product strategy and positioning of QunoSuite, a B2B healthcare software product.
- Improved the product organisation and collaboration across teams; supported feature prioritisation using the RICE framework.
- Developed product themes and user promises for the website.

11/2020 - 12/2022
Düsseldorf

Head of Product & Head of Marketing • ONE HIRING

- Conceived, built and launched a talent marketplace in three months.
- Managed the product and tech team and an external agency.
- Developed roadmaps, OKRs, feature specifications and UX/UI concepts, reporting directly to the CEO and CPO.
- Scaled the marketing, product and tech team from 0 to 7 people.
- Increased platform traffic by more than 250% and generated over 2,000 leads through inbound marketing.

09/2016 - 10/2020

Düsseldorf

Global Marketing Manager • **peopleware**

Led international B2B SaaS marketing, introduced HubSpot as the marketing automation platform and managed a rebrand. Increased conversion rates from 5% to 15% through A/B and multivariate testing, and delivered an international conference series with more than 400 participants.

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

EXPERTISE

Focus Areas

01 / PRODUCT

Turn needs into great products.

Product strategy, discovery, roadmaps, OKRs, feature design, UX/UI and process digitisation.

02 / TRANSFORMATION

Make change work in everyday practice.

Digital platforms, employee experience, change, adoption and enablement.

03 / LEADERSHIP

Provide direction and strengthen teams.

Team building, cross-functional leadership, workshops, coaching and clear communication.

04 / KI & EXECUTION

Build digital solutions myself.

AI prototyping, automation, agents, databases, dashboards and knowledge system

AI IN PRACTICE

Hands-on AI Experience

For me, AI is more than a strategy topic. I use it to build my own applications, automate processes and quickly turn ideas into working prototypes.

BUILT	Websites, platforms, a fitness tracker and a personal finance OS
AUTOMATED	Recurring tasks with AI agents and connected workflows
CONNECTED	Frontends, databases, hosting and knowledge systems

ChatGPT · Claude · Gemini · Copilot · Lovable · Midjourney · GitHub · Netlify · Supabase · Figma · Notion · n8n · Make · Zapier · Salesforce / Zoho

EDUCATION

Foundation

Business-Coach (IHK)
04/2024 - 11/2026

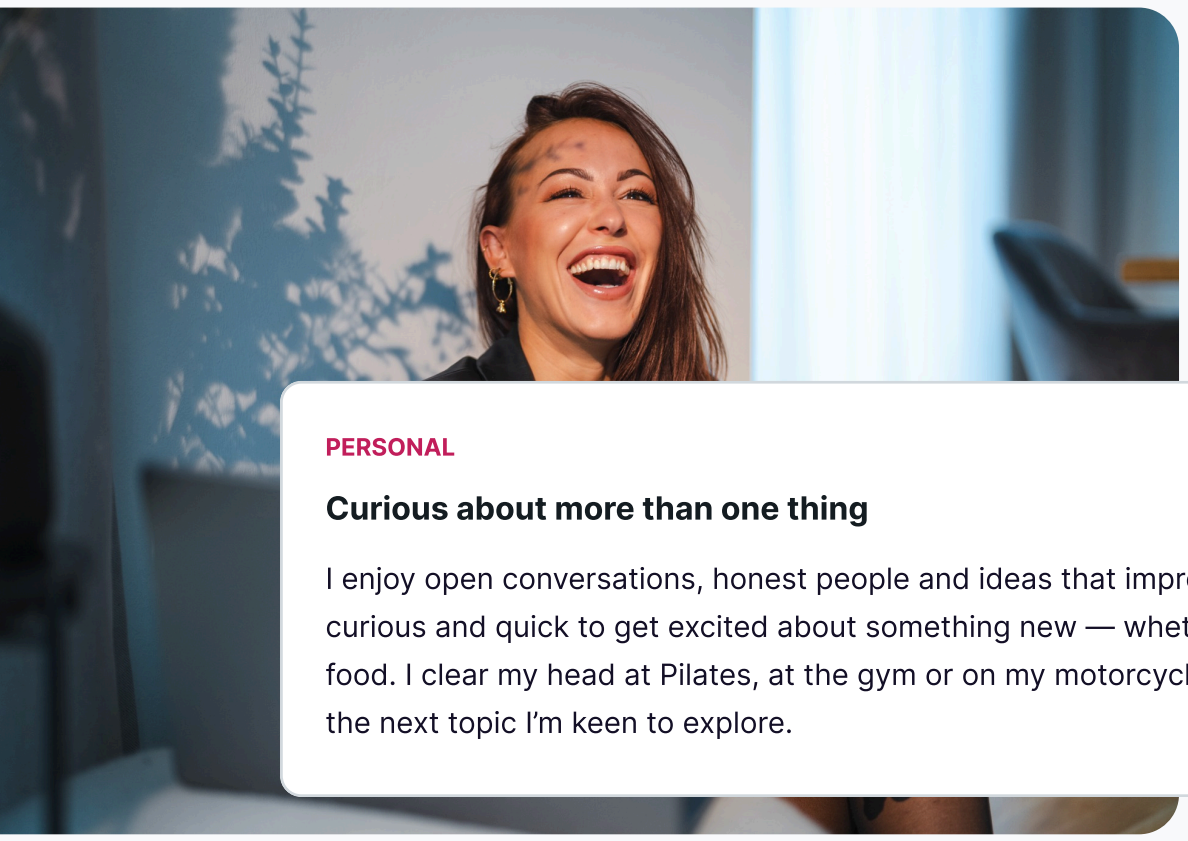
M.A. General Management
SIBE Steinbeis University, Berlin
02/2017 - 12/2019

M.B.A. General Management
Post University, Connecticut, USA
02/2017 - 12/2019

B.B.A. International Marketing (EN)
Fontys University of Applied Sciences, Venlo
09/2012 - 07/2016

SPRACHEN

German · Native
English · Fluent



PERSONAL

Curious about more than one thing

I enjoy open conversations, honest people and ideas that improve when we think them through together. I'm direct, curious and quick to get excited about something new — whether it's psychology, music, travel, drawing or good food. I clear my head at Pilates, at the gym or on my motorcycle. At home, two cats are usually waiting, along with the next topic I'm keen to explore.