

Désirée Schildt

VP of Marketing

Berlin, Germany | [LinkedIn](#)

360° marketing professional with 11+ years scaling go-to-market strategies in high-growth B2B and B2C tech startups.

Data-driven approach focused on growth, brand, and field marketing with executive leadership experience.

EXPERIENCE

VP Marketing

Feb 2023 — Present

Luzmo NV

Berlin, Germany

Part of the executive leadership team collaborating with senior stakeholders. Manages the marketing team using OKRs and project management tools. Works closely with Revenue Ops to enable reporting and drive ROI improvements.

VP Marketing

Dec 2021 — Jan 2023

Payhawk Ltd

Berlin, Germany

Reported to CEO and built a 20+ person marketing team across growth, marketing operations, field marketing, and brand. Managed €1m monthly budgets across EMEA and US for customer acquisition. Led full corporate rebranding and coordinated international go-to-market strategies.

Head of Growth

Feb 2021 — Nov 2021

Payhawk Ltd

Berlin, Germany

Bootstrapped the marketing department from seed to unicorn valuation. Identified growth levers and defined the marketing growth roadmap. Implemented full marketing tech stack including automation and tracking systems.

Head of Marketing

Aug 2019 — Feb 2021

Comtravo GmbH (now Navan)

Berlin, Germany

Established team with channel experts in performance, digital, and content marketing. Managed PR and communications strategy. Participated in leadership trainings focused on decision-making and management skills.

Senior Growth Manager

Nov 2017 — Jul 2019

Comtravo GmbH (now Navan)

Berlin, Germany

Executed performance marketing activities across Google Ads, Bing, Meta, and LinkedIn. Managed freelancers and agencies for marketing projects. Handled tracking, budgeting, and campaign optimization with focus on KPI-driven growth.

Trainee

May 2016 — Oct 2017

Project A GmbH

Berlin, Germany

Supported multiple B2B and B2C portfolio companies across core marketing areas on interim basis. Acquired expertise in SEO, CRM, and social media. Developed and executed growth strategies across B2C and B2B segments.

Junior Consultant

Nov 2015 — May 2016

Infront Consulting & Management

Hamburg, Germany

Developed go-to-market strategies for smart home software and hardware solutions in B2B and B2C. Designed innovation labs for ideation, prototyping, and scaling using design thinking, scrum, and MVP methodologies.

EDUCATION

Neoma Business School

Sep 2013 — Jun 2015

Master in Marketing

Munich Business School

Sep 2009 — Jun 2012

Bachelor in Business

SKILLS

Marketing Strategy · Go-to-Market · B2B Marketing · B2C Marketing · Growth Marketing · Performance Marketing · Digital Marketing · Content Marketing · Brand Marketing · Field Marketing · Google Ads · Bing · Meta · LinkedIn · SEO · CRM · Social Media · Marketing Automation · OKRs · Budget Management · Team Leadership · Project Management · Product Marketing · PR and Communications · Design Thinking · Scrum · MVP