

VICTORIA SARA BUSSE

DIGITAL LEADER AND STRATEGIST. LEADER COACH.

CONTACT

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ABOUT

I'm an experienced digital leader, driven by my curiosity, my passion and a deep empathy for people. I continuously strive for empowering organisations to make people centric business decisions, while embedding a product- and design-led mindset and driving product strategy, discovery and delivery. The cornerstone of my leadership style is to think others first, which for me means creating an environment that enables talented product, design, research, futures and engineering teams to excel in creating customer value that drives business outcomes and that leaves room for personal and professional growth.

WORK EXPERIENCE

● Blinkist GmbH, Berlin
2022 - present

Executive Leadership Team | VP Product and Experience

Part of Blinkist's executive leadership team, responsible for the entire product vision and strategy. Leading and building multi-disciplinary teams: Product Management, UX/Product Design, Customer Service and Research & Insights (Market & User Research).

● TIER Mobility GmbH, Berlin
2020 - 2021

Vice President Product

Responsible for the consumer strategy and TIER's products and services along the entire customer journey. Leading and building multi-disciplinary teams: Product Management, UX/Product Design, Futures & Innovation, and Research & Insights (Market, Hardware & User Research). Successfully achieving series C and D (reaching a valuation of 3 billion dollars), while expanding to new markets. Scaling the Product & Technology Organisation from 30-120+

● TIER Mobility GmbH, Berlin
2019 - 2020

Director Customer Journey

Responsible for the customer experience of TIER's products and services across the all customer journeys and its future vision and strategy. Leading, building and scaling multi-disciplinary teams: Product Management, UX/Product Design, Futures & Innovation, and Research & Insights (Market & User Research). Driving innovation and new business models within product, successfully achieving a Series B and winning various Tenders. Introducing and establishing a product development lifecycle and ways of working in product management, design and engineering. Introducing and establishing a Futures Thinking process to the organization for continuous innovation. Building and establishing an organisation wide Research & Insights Department under 12 months from scratch.

● Movinga GmbH, Berlin
2019 - 2019

Vice President CX & Customer Journey

Responsible for the customer experience of Movinga's products and services across the entire customer journey. Responsible for future vision and strategy based on a future-state customer journey. Leading and building multi-disciplinary teams: Product Management, UX/Product Design, CRM, CXM, Content Strategy and Customer Understanding (Market & User Research). Driving discovery for new business models and product developments with new technologies (e.g. AI, CI and more). Introducing and establishing a product development lifecycle and ways of working in product management, design and engineering.

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WORK EXPERIENCE CONTINUED

ebay Classifieds, Berlin
2018 - 2019

Head of User Experience (mobile.de GmbH + MOTOR-TALK GmbH)

Responsible for the user experience of mobile.de's and MOTOR-TALK's products and services across all online and mobile platforms, while actively contributing to our vision and strategy. Leading a team of User Experience designers, researchers and content strategists. Joined the international leadership group already in 2017, working globally across multiple ebay Classifieds entities to drive a user centered culture. Introducing and establishing a product development lifecycle and ways of working in Product Management, UX/Product Design and Engineering. Driving discovery for two new business models and product developments and being 1 of 4 leaders to kick-start a corporate start-up within ebay Classifieds.

ebay Classifieds, Berlin
2016 - 2018

User Experience Lead (mobile.de GmbH + MOTOR-TALK GmbH)

Responsible for the user experience of mobile.de's and since 2017 MOTOR-TALK's products and services across all online and mobile platforms, while actively contributing to our vision and strategy. Building, growing and leading a cross-functional team of designers, researchers and writers. Driving discovery for two new business models and product development.

ebay Classifieds, Berlin
2014 - 2016

Sr. User Experience Designer + Researcher (mobile.de GmbH)

Responsible for the user experience of mobile's B2B product and services, while leading all external UX experts (B2C and B2B) supporting mobile's product teams. Establishing UX Research at mobile.de (including iterative and continuous user testing, regular ethnographies, qualitative and quantitative methods) and being responsible for all UX Research activities for mobile's B2B and B2C products and services.

Bigpoint GmbH, Hamburg
2012 - 2014

Head of User Experience

Responsible for the user experience of Bigpoint's mobile and online games, while actively contributing to Bigpoint's vision and strategy. Building and leading a cross-functional team of highly skilled individuals with the purpose and mission to enable production teams in creating more accessible and engaging games through player research and experience design.

Bigpoint GmbH, Hamburg
2011 - 2012

User Experience Lead

Building, growing and leading Bigpoint's user experience team of designers and researchers. Responsible for driving user experience improvements and conducting research for 20+ casual, core and AAA games across multiple platforms and establishing a user centered design process. Being the user experience evangelist throughout the company.

Bigpoint GmbH, Hamburg
2010 - 2011

User Experience Designer + Researcher

Part of Bigpoint's User Experience team working on the concept, design, research and user testing of all of browser and mobile games based on player and team specifications, goals, limitations and desires.

Universität Bremen, Bremen
2009 - 2009

Research Scientist

Part of a research group working on designing, developing and optimizing a knowledge platform and community for European correctional systems and an e-learning platform for universities and highschools.

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EDUCATION

● ILAP - IntelliCoach 2022	Certified IntelliCoach Leader Coach Certificate
● University of Nottingham, UK 2010	MSc. Interactive Systems Design With Distinction
● Universität Bremen, Germany 2009	BSc. Digital Media Grade: 1.2 (GPA: 3.9)
● IUPUI Indianapolis, USA 2007	New Media Arts and Sciences (non-degree, exchange) GPA: 4.0

EXPERTISE

Experience has taught me that my professional value boils down to the following:

FUNCTIONAL

- Product Management
Extensive knowledge
- UX & Design
Extensive knowledge
- Market + User Research
Extensive knowledge
- Design Thinking
Extensive knowledge
- Future Thinking
Advanced knowledge

STRATEGIC / TACTICAL

- Vision + Strategy
Extensive knowledge
- OKRs
Advanced knowledge
- Customer Journeys
Extensive knowledge
- Product Lifecycle
Extensive knowledge
- Lean / Agile
Advanced knowledge

LEADERSHIP

- Team Building + Scaling
Extensive knowledge
- Team Development
Extensive knowledge
- Coaching
Extensive knowledge
- Mentoring
Advanced knowledge
- Org Design
Advanced knowledge