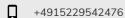
VICTORIA SARA BUSSE

DIGITAL LEADER AND STRATEGIST. LEADER COACH.

CONTACT



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in victoriasarabusse

 Potsdamer Chaussee 31c, 14129 Berlin, Germany 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 evironment 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 | Executive Leadership Team VP Product and Experience |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2022 - present | 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 | Vice President Product |
| 2020 - 2021 | 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 | Director Customer Journey |
| 2019 - 2020 | 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. Al, Cl 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

| 1 | ebay Classifieds, Berlin | Head of User Experience (mobile.de GmbH + MOTOR-TALK GmbH) |
|---|-----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | 2018 - 2019 | 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 | User Experience Lead (mobile.de GmbH + MOTOR-TALK GmbH) |
| | 2016 - 2018 | 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 | User Experience Designer + Researcher |
| | 2010 - 2011 | 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 | Research Scientist |
| | 2009 - 2009 | 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