

Christian Gaderer MSc.



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PROFILE

With a passion for e-commerce and AI, I've dedicated my career to understanding how digital innovation can transform business growth. My experience in both B2B and B2C markets, particularly as a Marketing Manager at SCOTT Sports, has sharpened my ability to develop targeted marketing strategies, analyze trends, and enhance customer acquisition and retention. I am now looking to shift into the dynamic e-commerce and SaaS sectors, where I can combine my expertise in digital marketing and business development with my customer-facing experience in key account management. In addition to my practical experience, I hold a diploma in Digital Business Management, focusing on AI, Big Data, and digital innovation. Fluent in English, German, and Spanish, I'm well-positioned to collaborate across global teams and guide customers through digital transformation processes. I am excited to apply my skills in a new setting and continue growing within the e-commerce and SaaS landscape.

WORK EXPERIENCE

02/2020 – 06/2024
Innsbruck, Austria

Marketing Manager SCOTT Sports AG

- Directed marketing efforts in Austria and Hungary with a +€1 million budget, overseeing campaign rollouts and negotiating partnerships.
- Led expansion into the Hungarian market, developing strategies that generated +€300k in first-year revenue.
- Managed COVID-19 challenges by cutting marketing costs by 25% while increasing sales by 68%, demonstrating agility and strategic decision-making skills.
- Handled key accounts and premium partners to drive growth through tailored solutions and relationship management.
- Implemented advanced CRM tools and KPI frameworks to digitize sales and marketing processes, enhancing efficiency and data-driven decision-making.
- Conceived and executed various unique B2B & B2C events strengthening brand engagement and customer loyalty.

01/2016 – 05/2024
Innsbruck, Austria

Speaker Self-Employed

- Managed self-employment, applying for events and building a personal brand that attracted repeat opportunities.
- Presented at high-profile events, including product launches, film premieres, live streams and university lectures (e.g., Innovation Days, Freeride World Tour).
- Demonstrated versatility by adapting to various formats.
- Spoke at events with audiences exceeding 10k viewers, effectively communicating complex ideas to diverse audiences in high-pressure environments.

10/2016 – 01/2023
Innsbruck, Austria

Founder & Platform Manager Freeride Nights

- Established a platform linking young sports talents with companies and sponsors to increase brand exposure and networking opportunities.
- Implemented digital enhancements such as live streams, audience voting, and interactive engagement features to expand event reach and enhance visitor participation.
- Event execution, stakeholder communication, sponsorship negotiations, and brand partnerships.

STRENGTHS

Leadership

Strategic planning

Market research

Negotiation

Brand management

Sales

Digitalization

Digital marketing

Project management

Flexible/Adaptable

EDUCATION

06/2023 – 12/2023

Digital Business Manager | Diploma **KMU Akademie & Management AG**

With focus on applications of AI-based algorithms in companies as well as the implementation of digitalization strategies.

10/2017 – 06/2019

Innsbruck, Austria

Strategic Management | Master of Science **University of Innsbruck**

Specialization in Innovation, Entrepreneurship, and Service Management, honing expertise in cutting-edge business strategies, fostering entrepreneurial ventures, and optimizing service delivery.

Achievements & Awards

- Nomination Top Performer; March 2019
- Certificate of Excellence - Merkur Real Life Case
- Winning Team – Innovation Days 2018 (Tirol2050)

02/2013 – 07/2017

Innsbruck, Austria

Sports management | Bachelor of Science **University of Innsbruck**

With emphasizes on Digital Marketing, E-commerce and Event Management, equipping me with comprehensive skills in leveraging digital platforms, refining online business strategies and organizing successful events.

09/2007 – 07/2011

Salzburg, Austria

A-levels **BORG Nonntal**

Degrees in German, Italian, Mathematics and Sports Science

SKILLS

– TECH SKILLS

MS Office

CRM Platforms (Sprinklr,
Salesforce, Mailchimp ...)

Collab Tools (Slack, Zoom,)

Analytics (Google, SEMrush,
...)

– LANGUAGES

German
NATIVE

English
EXCELLENT

Italian
ADVANCED

Spanish
ADVANCED

SOCIAL MEDIA

in

