

Matthias Lesch.

AI transformation — built, not just managed.

matthias.lesch@ssence.io · +49 151 41678800 · Berlin
matthiaslesch.com · linkedin.com/in/matthiaslesch

18⁺

YEARS BUILDING

600⁺

TEAM LED · PE-BACKED

€300^M

GROUP EV AT PEAK

4

OWN AI VENTURES

PROFILE

Founder, COO and transformation leader with 18+ years across AdTech, performance marketing, online gaming, AI SaaS, agency groups and PE-backed environments. Built businesses from early stage to international scale, supported successful exits and integrated companies into larger groups. Today I build AI operating systems for companies myself — so I know what AI delivers in practice, and what is hype.

WHAT I BRING

AI that ships. Classical tech and transformation background plus two years of hands-on AI venture and product work — from strategy to production.

Corporate x startup DNA. Large-group structure and PE governance combined with startup speed and agile habits.

Growth & scale-up. Operator for aggressive growth phases and international expansion; built and led teams of 100 to 600+.

Transaction-ready structure. M&A integration, sale preparation and due diligence alongside KPMG and EY.

CAREER

Founder & MD · Own ventures → Oficio

06/2024 – today · Berlin

After PIA, built my own ventures: Adeo Media (digital & creative), Intengine (AI checkout incentivisation), OpenCarta (AI OS for restaurants) and Dentara (AI OS for dental practices). Oficio is the result — what we built for ourselves, we now build for other companies: custom AI platforms and operating systems for SMEs, from idea to production in weeks.

COO · PIA Media

01/2022 – 05/2024 · Hamburg

COO of PIA Media, the digital division (600+ employees) of the PE-backed PIA Group (~1,500 employees, ~€300M enterprise value at peak): P&L, M&A integration, restructuring, transformation and commercial steering. Transactions and due diligence with KPMG and EY.

P&L

M&A integration

Restructuring

PE governance

Founder & CEO · TAB / Qverse

01/2016 – 2022 · sold 07/2018

Founded in January 2016, scaled and sold to PIA Group in July 2018. Inside PIA, broadened the service portfolio and rebranded to Qverse; led the business until 2022 while successively taking on group-wide responsibilities — leading to the COO role.

Founding Team & Key Operator · crobo

International AdTech

Built an international AdTech and affiliate network for online games. Scaled to ~100 employees, 4 international offices and €25M+ revenue. Raised venture capital and venture debt (VC fund + UK debt investor).

Early Operator · Covus Online Gaming

Exit to ProSiebenSat.1

Helped build the online gaming business from 2 people to ~50 employees — €5M+ revenue in year 1, €10M+ in year 2. Successful sale to ProSiebenSat.1 Media Group.

AI PRODUCTS

Dentara.

AI operating system and personal assistant for dental practices and clinics.

OpenCarta.

AI operating system for restaurants and hospitality — strategy, product, positioning.

Intengine.

AI-based e-commerce platform for checkout incentivisation — product, dev leadership, seed funding.

CAPITAL & DEALS

Venture capital · Venture debt · Seed & SAFE financing · M&A integration · Sale preparation · Exits (ProSiebenSat.1, PIA Group) · Due diligence with KPMG & EY · PE portfolio operations

CLIENTS

Porsche · Mercedes · Müller · MediaMarktSaturn · Deutsche Bank · Commerzbank · DZ Bank · Postbank · Allianz · Lufthansa · RTL · Cosnova · Segmüller · Ernsting's family · Bigpoint · InnoGames · Twitch · Gamigo · Axel Springer · Verve · Scopely · Kabam · Sony · SEAT · Cupra

FOOTPRINT

Berlin · Hamburg · Munich · Frankfurt · Amsterdam · Barcelona · Bucharest · Belgrade · San Francisco · Los Angeles · Miami · São Paulo · Singapore · Bangalore · Manila · Shanghai · Dubai
Working languages: German, English

LOOKING FOR

Permanent leadership role — CEO, COO, Chief Transformation Officer or Chief Digital / AI Officer. Hybrid or remote, DACH and pan-European. Especially where speed, structure and AI need to land at the same time.