



**AGATHE HÜTTER**

**PASSIONATE BUSINESS & PRODUCT BUILDER**

**Passion**

High entrepreneurial drive. Passionate about building business units & digital products, utilizing data to build products, transforming business culture

**Industries**

FinTech, InsurTech, Mobility, IT Security, EdTech and Medical Industry

**Experience**

(Agile) product development, software development and digital customer acquisition

**Mission**

Bringing products and companies to the next level



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## Working Experience

### **Founder niptuckinsights., Berlin - 12/2023 - today**

Passionate about demystifying beauty procedures and innovations.

As the Founder of n:p tuck insights., I`m dedicated to simplifying the world of beauty enhancements and minimally invasive treatments. Our mission is to provide accessible and easy-to-understand information about the latest innovations and studies in the realm of cosmetic procedures.

Furthermore, our goal is to empower women with knowledge, enabling them to make informed decisions about their aesthetic journeys.

<https://niptuckinsights.com>

### **Venture Lead Diagnose&Fördern, Cornelsen GmbH, Berlin - 11/2022 - 12/2024**

Cornelsen GmbH is a German educational publishing house that has been a key player in the education sector for decades. Specializing in the development and distribution of learning materials, Cornelsen is renowned for its commitment to providing high-quality educational resources across various subjects and levels.

Self-driven Venture Lead at Cornelsen, focusing on the digital product "Diagnose&Fördern". In this role, spearhead the strategic development, implementation, the optimization and the-go-to-market strategy of this innovative product. With a solid background in the education sector and multiple market experience, I merge my passion for digital solutions to maximize educational opportunities, enhance individual learning processes and increase commercial profit.

Enthusiastic about the intersection of technology and education, I actively shape the future of learning with an eye on sustainable and effective learning tools.

### **Head of Product, TrustSpace GmbH, Berlin - 06/2022 - 09/2022**

TrustSpace is a security and compliance automation platform that continuously monitors and collects evidence of a company's security controls, while streamlining compliance workflows end-to-end to ensure audit readiness.

- Part of the founding team
- Creating product strategy & responsible for TrustSpaces` SaaS (tech, feasibility, legal, customer)
- Leading an international tech team (agile, scrum-ish)
- Co-creating business market strategy
- Establishing KPIs and product metrics

## **Working Experience**

### **Senior Product Owner, ID-Fabrik GmbH, Berlin - 08/2021 - 05/2022**

Id-fabrik GmbH is a corporate innovation hub (joint venture) of Germany's three largest insurance companies (VKB, Provinzial, SV-Stuttgart) of the s-finance group.

Developed a highly automated solution for embedded insurance within the mortgage lending process (from MVP to MMP):

- Product vision and roadmap
- Managing partnerships, tech, feasibility and legal
- Marketing performance and Google Analytics

Developed an AI-powered insurance management solution for SME enabling cost efficient customer service and high-quality sales opportunities for retail banks (from validation to live MVP):

- Product vision and roadmap (increased revenue potential - OCR / AI engine - B2B2C + B2C model)
- Trained AI model
- Tech / feasibility / legal

### **Product Lead Smartbroker, wallstreet:online AG, Berlin - 07/2019 - 07/2021**

Smartbroker is an online trading platform of wallstreet:online GmbH managing EUR 5 billion AUM / and approx. 200.000 active customers in 1.5 years.

- Established new business units and regularly reported to the c-suite
- Responsible for investment decisions, budgeting and controlling
- Developed product from conceptual stage to go live
- Continuous product development (build, measure, learn cycles)
- Redefined the business model from digital broker towards securities trading bank
- Led commercial development, community building and customer acquisition
- Set customer service, CRM and quality assurance

### **Expansion Manager / Head of Crisis Team, FlixBus GmbH, Berlin - 05/2017 - 06/2019**

- Led expansion of FlixBus` operations into the US, Poland, Nordics and Italy
- Acquired operating concessions in new expansion markets and set up fundamental operations
- Implemented leading CRM tool (Salesforce) in customer service
- Co-created business market strategy

## Working Experience

### **Authority Management Lead, FlixBus GmbH, Berlin - 01/2015 - 04/2017**

- Managed applications for international and domestic FlixBus operation lines
- Managed requirements regarding authorities and responsible for legal issues

### **Project Lead, Shoepassion GmbH, Berlin - 04/2014 - 09/2015**

- Responsible for investment decisions, budgeting and controlling
- Conceptualized and managed retail outlets in Germany
- Managed requirements regarding authorities and solving legal issues

## Education

University of Cologne - **MAGISTRA ARTIUM** in Geography, English & African Studies, 2007 - 2013

Bharati Vidyapeeth University Pune/India - **SCHOLARSHIP** - 2012

Justus-Liebig University - **LAW STUDIES** - 2005 - 2007

## Professional Skills

### **Productivity & Design:**

- Jira & Confluence
- YouTrack, Asana, Webfleet
- CleverReach & Mailchimp
- Figma & Scatch
- Elementor / WordPress & Wix
- MS Office, macOS, iOS

### **CRM:**

- Salesforce
- Bitrix24
- Sage
- HubSpot

### **AI:**

- BuildSimple
- GPT

## Languages

German (native), English (fluent), Polish (spoken only), Spanish (basics)