

Matthias Lesch

Executive Operator · Founder · COO · Operating Partner · Advisor

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PROFILE

Founder, COO and digital growth 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, integrated companies into larger corporate groups and operated at COO level inside a PE-backed digital group of 1,500 employees. Selectively available for interim executive mandates, operating partner roles, transformation assignments and transaction-related advisory work.

OPERATING EDGES

Corporate x Startup DNA — Large-corporate structure experience combined with startup speed and agile habits.

Heavy Growth & Scale-up — Operator for aggressive growth phases, scale-ups and international expansion. Built and led teams of 100 to 600+.

Pre-AI x AI-native — Classical tech and transformation background plus two years of deep, hands-on AI venture and product work.

Generational Bridge — Gen X / Millennium operator with genuine connection to Millennial and younger leadership teams.

SELECTED CAREER

COO — PIA Group (PE-backed digital agency group)

Group context of ~1,500 employees · ~€300M enterprise value at peak · led digital division of 600 employees · M&A; integration, restructuring, transformation, commercial steering. Worked alongside KPMG and EY on transactions and due diligence.

Founder & CEO — TAB (sold to PIA Group)

Founded, scaled and sold to PIA Group. Bridge from entrepreneurship into corporate group operating responsibility.

Founding Team & Key Operator — Crobo (International AdTech)

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

Online Gaming at Covus → Exit to ProSiebenSat.1

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

AI VENTURES (2024 – 2026)

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

OpenCarta — AI operating system for restaurants and hospitality. Strategy, product direction, positioning, investor readiness.

Dentara.ai — AI operating system and personal assistant for dental practices and clinics.

ENTERPRISE CLIENT EXPOSURE

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 · Cubra — and many others.

INTERNATIONAL FOOTPRINT

Operated on the ground across: Berlin · Hamburg · Munich · Frankfurt · Amsterdam · Barcelona · Bucharest · Belgrade · San Francisco · Los Angeles · Miami · São Paulo · Singapore · Bangalore · Manila · Shanghai · Dubai. Operating fluency across Western European, US, LATAM, Middle Eastern, South Asian and East Asian business cultures.

CAPITAL & TRANSACTION EXPERIENCE

Venture Capital · Venture Debt · Seed & SAFE financing · M&A; integration · Sale preparation · Exits (ProSiebenSat.1, PIA Group) · Due diligence collaboration with KPMG and EY · PE portfolio operating experience.

CURRENT AVAILABILITY

Selectively available for interim executive mandates, operating partner roles, transformation assignments and transaction-related advisory work — particularly where speed, structure and AI need to land at the same time.