

Matthias Lesch

Growth, transformation and AI-native scale for founders, scale-ups and PE-backed groups.

PROFILE

Founder, COO and digital-growth leader with 18+ years across AdTech, performance marketing, online gaming, AI SaaS and PE-backed agency environments. Built and exited multiple companies, led divisions of 600+ people inside a 1,500-person PE group, and now builds AI-native ventures across e-commerce, hospitality and healthcare.

WHAT SETS ME APART

- **Corporate × Startup DNA**

Large-corp structure plus startup speed and agile operating habits.

- **Heavy Growth & Scale-up**

Aggressive growth, scale-ups, international expansion. Teams 100 → 600+.

- **Founder × PE Operator**

Built and sold companies. COO inside a €300M PE-owned digital group.

- **Pre-AI × AI-native**

Classical transformation background plus 2 yrs hands-on AI venture work.

PROOF POINTS

600

Employees led, PIA digital div.

€300M

Enterprise value, PIA Group peak

€25M+

Revenue scaled at Crobo

€10M+

Gaming revenue, year 2 (Covus)

4

Int'l offices built at Crobo

2

Exits: Covus gaming · TAB

TRACK RECORD

Four chapters that built the operating profile.

- 2008 – 2013** **Covus → ProSiebenSat.1**

Built online gaming business from 2 to ~50 people. €5M revenue year 1, €10M+ year 2. Sold to ProSiebenSat.1 Media Group.
- 2013 – 2016** **Crobo · Founding Operator**

International AdTech & affiliate network for online games. Scaled to ~100 employees, 4 offices, €25M+ revenue. VC + venture-debt raise.
- 2016 – 2018** **TAB · Founder & Exit**

Founded AdTech / performance-marketing agency for gaming, app marketing and mobile UA. Sold to PIA Group in 2018.
- 2018 – 2024** **PIA Group · COO Digital Division**

COO of ~600-person digital agency division inside a €300M, 1,500-person PE-owned group. Restructuring, M&A, DD, sale-prep with KPMG / EY.

AI VENTURES (CURRENT)

INTENGINE

AI checkout incentive platform — predicts abandonment, triggers conversion lift.

OpenCarta

AI operating system for hospitality — front desk, voice agents, reservations.

Dentara.ai

AI operating system for dental practices — automation and profitability.

EXPERTISE

Growth & Commercial

- Go-to-market
- Performance marketing
- Mobile UA
- Pricing & packaging

Executive Operations

- COO leadership
- Org scaling
- Operating model design
- Int'l remote teams

PE · M&A · Transform.

- PE stakeholder mgmt
- Restructuring
- Buy-side M&A / DD
- Sale preparation

Capital & Transactions

- VC + venture debt
- SAFE / convertibles
- KPMG / EY collaboration
- Contract negotiation

AI & SaaS Product

- AI product strategy
- Voice & agent automation
- SaaS commercialization
- AI operating systems

Tech & Cloud

- Legacy → cloud-native
- AWS / Azure / GCP
- Re-platforming
- AI-ready data layer

AVAILABLE FOR

Interim CEO · Interim COO · Interim CGO/CDO · Operating Partner · Growth Transformation Lead · M&A Integration · AI/SaaS Commercialization Advisor

DISCUSS A MANDATE

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