

lara.

DIGITAL & AI TRANSFORMATION / PRODUCT / ENABLEMENT

Lara Klinkenberg

At my best when building businesses, developing digital products and turning ideas into something real.

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PROFILE

I'm driven by the challenge of turning a promising idea into a digital solution that genuinely works in the real world. I bring together entrepreneurial thinking, product expertise and hands-on AI experience, along with a strong instinct for people, communication and change.

NEXT MOVE

For my next role, I'm looking for the opportunity to shape strategy, take ownership and stay close to delivery – ideally in Digital Transformation, AI, Product or Innovation.

€500K

revenue in the first financial year building & scaling my business

3 Months

from concept to marketplace launch with a lean team

0 → 7

Product and Marketing team built from the ground up

+250%

traffic and 2,000+ leads through inbound marketing

Experience

		clusterfck consulting
10/2023 - Present	Founder & Managing Director	
Stuttgart / Düsseldorf	- Founded and led clusterfck, a boutique consultancy helping mid-sized and large organisations modernise their internal communications. - Advised clients incl. ebm-papst, Deutsche Bahn, Faber-Castell, EDEKA and Uhlmann Group on digital workplace platforms from strategy and platform selection to implementation and continuous improvement. - Designed workshops, user research and enablement programmes that helped turn new platforms into tools people actually use in their day-to-day work. - Created Unmute as a community brand within clusterfck and grew it through peer-learning programmes, events and a recurring-revenue model.	
		Qunomedical
02/2023 - 08/2023	Director Product	
Berlin	- Owned the product strategy and roadmap for Qunosuite, a B2B healthcare software platform, and led its delivery. - Introduced a RICE-based framework to bring greater focus and transparency to feature prioritisation. - Built a cross-functional, agile product organisation and led the product development lifecycle from discovery through to delivery.	
		ONE HIRING
11/2020 - 12/2022	Head of Product & Head of Marketing	
Düsseldorf	- Took a two-sided talent marketplace from concept to launch in just three months. - Built and led the internal Product and Tech team while managing an external development agency. - Owned the product roadmap, OKRs, feature specifications and UX/UI, reporting directly to the CEO & CPO. - Grew the Marketing team from zero to five people, increased website traffic by more than 250% and generated over 2,000 leads.	

EARLIER EXPERIENCE

There’s more ...

peopleware (former InVision Group)

09/2016 - 10/2020
DÜSSELDORF

Global Marketing Manager

Led international B2B SaaS marketing initiatives, introduced HubSpot as the company’s marketing automation platform and managed a company-wide rebrand. Increased conversion rates from 5% to 15% through A/B and multivariate testing and launched an international conference series attended by more than 400 people.

- 02/2016 – 08/2016Nespresso Germany - B2B Marketing Intern
- 09/2015-01/2016KPMG - Business Development Trainee
- 01/2015 – 07/2015METRO Group - Corporate Marketing & CRM Intern
- 09/2013-12/2014trivago - Online Marketing & SEO Trainee

COMPETENCES

Core Strengths

01 / PRODUCT

Turning real needs into products that work.

Product strategy, discovery, roadmaps, OKRs, feature development, UX/UI and process digitisation.

02 / TRANSFORMATION

Enable and drive change where it matters.

Digital platforms, employee experience, change, adoption and enablement.

03 / LEADERSHIP

Creating clarity and helping teams thrive.

Team building, cross-functional leadership, workshops, coaching and clear communication.

04 / AI & DELIVERY

Turning AI ideas into working solutions.

AI prototyping, automation, agents, databases, dashboards and knowledge systems.

AI IN PRACTICE

Hands-on AI experience

For me, AI is more than a strategy topic. I use it to build applications, automate processes and turn ideas into working prototypes – quickly and pragmatically.

- BUILT

Websites, digital platforms, a fitness tracker and a personal finance operating system
- AUTOMATED

Recurring processes using AI agents and connected workflows
- CONNECTED

Front ends, databases, hosting services and knowledge systems

ChatGPT · Claude · Gemini · Copilot · Lovable · Midjourney · GitHub · Netlify · Supabase · Figma · Notion · n8n · Make · Zapier · Salesforce / Zoho

EDUCATION

Foundation

Business Coach Certification (IHK)
2024 - 2026

M.A. General Management
SIBE Steinbeis University, Berlin
02/2017 - 12/2019

M.B.A. General Management
Post University, Connecticut, USA
02/2017 - 12/2019

B.B.A. International Marketing (EN)
Fontys University of Applied Sciences, Venlo
09/2012 - 07/2016

LANGUAGES

German – Native
English – Fluent

PERSONAL

I value open conversations, thoughtful questions and working with others to make good ideas even better. Outside of work, I’m curious about psychology, AI and creative projects. Travelling, Pilates and riding my motorcycle help me clear my head – although what matters most to me is spending time with the people and animals I care about.