

# Hans Bernhard Griesbach

## Strategic Marketing & Revenue Enablement Leader

Orlando, FL | 407.807.9326 | [bernie.griesbach@gmail.com](mailto:bernie.griesbach@gmail.com) | [linkedin.com/in/bernie-griesbach/](https://www.linkedin.com/in/bernie-griesbach/)

### Summary

**Strategic Marketing & Revenue Enablement Leader** with over 20 years of experience in business planning, comprehensive marketing strategy, and global expansion. Fluent in English, German, Spanish, and Portuguese. Demonstrated history of designing and launching innovative solutions, including an IoT-driven car insurance product exceeding annual revenue expectations by his eighth month, and scaling a B2B online factoring solution from \$3M to \$120M in under three years. Proficient in M&A, branding, and digital transformation, with a strong track record of reducing customer acquisition costs by 64% and driving a 120% increase in B2C business growth.

### Certifications

- |   |                                   |  |   |
|---|-----------------------------------|--|---|
| • Big Data Marketing (Madrid School of Marketing) | • Operational Risks (Proqualitas) | • Branding & Marketing Planning (Tecnologico de Monterrey) | • Product Development Management (California-Berkley) |
| • Management (IDE Business School)                | • Management (E-Myth Management)  | • Marketing Metrics (Branding)                             | • Innovative Marketing (Tecnologico de Monterrey)     |

### Work experience

#### Serviap Global LLC | Mexico DF, Mexico

05/2024 - Current

##### Global Marketing Director

Revamped the entire lead generation strategy of the company, diversifying outreach channels, optimizing messaging, and improving conversions by 60%. Restructured the Marketing team to enhance performance, optimize resources, and reduce operational costs, while designing a dynamic dashboard with KPIs to improve internal communication and leadership coordination.

- Redesigned and refreshed the corporate identity, improving brand recognition by 23% within 6 months.
- Conducted user research to overhaul the company website, increasing CTR by 20% and web traffic by 13% within 6 months.
- Renegotiated partnership agreements, increasing referral rates by 34% and strengthening relationships with key stakeholders.
- Increased HubSpot usability and employee engagement to streamline the sales funnel and automate email cadences, boosting productivity by 8%.

#### Carie Boyd Pharmaceuticals | Irving, Texas

03/2021 - 05/2024

##### Marketing Director

Redesigned the company's online presence, integrating advanced tools and strategies to increase brand positioning by 15%, improve customer acquisition, and drive significant sales growth. Demonstrated strong leadership in digital transformation and marketing innovation.

- Spearheaded a website redesign, setting clear project sprints and deliverables, and successfully launched it within six months.
- Integrated Salesforce into a new e-commerce platform, driving a 25% increase in sales and improving ROI by 5%.
- Rebranded the company identity, introducing new guidelines and targeting new audiences, which generated \$3M in revenue within a year.
- Built a healthcare-focused e-commerce portal that reduced customer acquisition costs (CAC) by 32% in its first year.

#### Platz Group | Miami, FL

05/2019 - 03/2021

##### Business Marketing Consultant

Researched and developed comprehensive strategies to support U.S. market entry for a boutique hotel chain, navigating challenges posed by the COVID-19 pandemic and securing initial profitability in a compressed timeline. Showcased exceptional adaptability and analytical skills in market expansion efforts.

- Conducted extensive market research and created a detailed business plan within 10 months, including sales projections and an investment schedule.

- Pivoted the expansion strategy to address COVID-19 impacts, identifying new niche markets and achieving operating profitability within 6 months.
- Launched a ghost kitchen business unit to capitalize on emerging trends, securing five contracts with national restaurant chains and planning expansion into seven markets.
- Adjusted revenue projections and investment strategies, achieving initial expansion goals 25% faster than expected.

---

## GFP Group – Seguros Equinoccial | Peru, Ecuador, and Colombia

01/2017 - 05/2019

### Chief Marketing Officer

Led digital transformation efforts and product innovation, transitioning from a broker-based model to an online B2C platform. Designed groundbreaking insurance products and streamlined operations, driving significant revenue and customer satisfaction improvements.

- Designed and launched an IoT-driven car insurance product in three countries, exceeding annual revenue expectations within 8 months.
- Developed a customer-facing app and a rewards program, boosting B2C business by 120% in the first 9 months.
- Built an online self-service platform, reducing underwriting errors by 23% within the first year.
- Optimized customer service operations using chatbots and refined onboarding processes, reducing operational costs by 32% and improving customer satisfaction from 60% to 82% over two years.

---

## International Chamber of Commerce | Mexico City, Mexico

05/2017 - 05/2019

### Executive Director

Coordinated regional initiatives to boost trade and business opportunities for LATAM companies globally. Achieved significant trade growth and operational sustainability while fostering international partnerships and investments.

- Negotiated a free trade agreement between Peru and China, projected to triple trade within five years.
- Opened new business channels for European companies in Brazil, increasing trade by 50% in under two years.
- Reduced operational costs by 38% in two years, ensuring the chamber's profitability and long-term viability.
- Expanded investment into Brazilian SaaS and fintech startups by over 50% within 18 months, leveraging opportunities in growing industries.

## Volunteer work

---

### GFP Group | Various Countries | 2004 - 2019

- Spearheaded educational initiatives to enhance community engagement and development.
- Led fundraising campaigns to support local schools and educational programs.
- Developed partnerships with local businesses to increase support and resources for community projects.
- Supported lending programs for farmers to improve crops and community living conditions.

## Awards

---

### Employee of the Year – GFP Group | 2013-2015

- Recognized for exceptional performance in the development and growth of the Chain Financing Business Unit.

### Nominated to the Core System Transition Team – Banco Pichincha (GFP Group) | 2015

- Led the deposits team in implementing a company-wide new core system, showcasing outstanding leadership and technical expertise.

## Education

---

### University of Stuttgart – Stuttgart, Germany Masters in Business Administration

Graduated 2004

---

### University of Stuttgart – Stuttgart, Germany Bachelors in Business Administration

Graduated 1996