



Eike Paulat

Senior product leader with a strong track record of building and scaling B2B SaaS platforms in regulated and complex domains. I specialize in defining product vision, strategy, and portfolio direction, particularly in high-growth and early-stage environments.

Over the past years, I have led the development of market-leading products across two very different domains: scaling Europe's leading online marketplace for corporate housing and building Usercentrics' Consent Management Platforms into a category-defining privacy technology business. At Usercentrics, I owned core revenue-driving products through a phase of rapid growth and later transitioned into a product strategy role focused on portfolio expansion, strategic initiatives, and ecosystem partnerships.

My work sits at the intersection of product, technology, regulation, and market dynamics. I bring a strong entrepreneurial mindset, a structured strategic approach, and a deep belief in building products that create long-term customer value and trust at scale.

København, Denmark

Born December, 1991
in Hamburg, Germany

W www.eikepaulat.com
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Skills

Leadership

Leading larger teams
Goal- setting,
Hands-on, sharing
responsibility,
Vision communication,
Management 3.0,
Building up outstaffing teams,
Onsite- & Remote Recruiting,
Scrum, public speaking

Soft Skills

Teamwork, Communication,
Focus, Empathy, Lean-working

Language Skills

German (Mother tongue)
English (proficient)
Danish (beginner)

Mobility

Europe wide (open for hybrid
and full remote versions)

Experience

Usercentrics (former Cybot A/S), Copenhagen, Denmark

Usercentrics is a leading privacy technology company and the creator of Usercentrics CMP and Cookiebot CMP—market-leading Consent Management Platforms enabling compliant, scalable consent and preference management across digital properties.

I joined Cybot A/S in January 2021, prior to its merger with Usercentrics GmbH in October 2021. During my tenure, the company scaled significantly and reached the €100M ARR milestone in 2025, expanding from a CMP-focused business into a broader privacy and data infrastructure platform.

- **VP Product - Strategy** | Full-Time | Jan 2026 - present

In my current role, I own the product strategy and long-term portfolio direction across Usercentrics' product suite. My focus is on portfolio expansion beyond the core CMP, defining and validating new opportunity spaces, and aligning regulatory, customer, and commercial perspectives into a coherent product strategy. I work closely with executive leadership and act as a senior product counterpart for key ecosystem and platform partners, including Google, shaping strategic initiatives and industry positioning.

- **Director Product - Strategy** | Full-Time | Jan 2021 - present

Following the company's strong growth phase, I transitioned from operational product leadership into a product strategy-focused role to support the next stage of scale. In this phase, I drove cross-product strategy alignment, investment prioritization, and strategic initiatives across CMP and adjacent product areas. This role helped lay the foundation for Usercentrics' evolution from a single-product CMP company into a broader privacy and data infrastructure platform.

- **Director Product - CMP & SST** | Full-Time | Jan 2021 - present

I joined as the first dedicated product leader, taking ownership of product vision, strategy, and execution for the Consent Management Platform, later expanding scope to include Server-Side Tagging. I built and scaled the product organization, introduced modern product management and discovery practices, and strengthened collaboration between Product, Engineering, Architecture, and Design. A strong focus on data-driven decision-making led to the introduction of a scalable data warehouse and analytics foundation. During this period, the product organization supported rapid growth and increasing complexity as the company scaled toward the €100M ARR milestone.

Drivers

Values

Learn, Be Entrepreneur,
Transparency, Better
Together

Interests

Technology, Leadership,
Sports, Music, Guitar
playing

Tech Skills

Business Applications

Extensive proficiency in:
Google Datastudio and MS PowerBI, Salesforce, GitHub, Google-Suite, Jira, Confluence, Slack, Stripe, Chargebee, Trello, Crowd-testing

Programming/ Web

Read/Edit/Copy-knowledge:
HTML, CSS, Python, Javascript, React

Advanced knowledge in:
SQL, Mongo DB, Wordpress CMS, Salesforce Sales & Marketing Cloud Setup, AWS

Frequently used Tools:
Google Big Query, MS Synapse, MS Visual Studio Code, Postman, PyCharm, Google Tag Manager

Information Technology

Managing and execution experiences in:
Network administration, 3CX & Askobia phone server, firewall setup, planning of IT-infrastructure in office environments

UX-/ UI Design

Proficient in:
InDesign, Photoshop, Illustrator, XD, Sketch,

Homelike Internet GmbH, Cologne, Germany

Homelike is Europe's leading online platform for temporary furnished apartment and serviced apartment rentals for businesses and corporate travelers. I joined Homelike in the early days and was the first dedicated resource within product management. Today Homelike has more than 100 employees within 3 locations in Europe. Together with our VP Engineering I am leading around 20 employees in the Product&Tech area.

● **Head of Product** | Full-Time | Apr 2018 - December 2020

While scaling up the company we also build up a larger Product team that consist out of 4 development teams and 1 data team today. In my role as Head of Product I am responsible for 7 direct reports that includes several Product Owners, Designers, Data Engineers, Business Analysts as well as Salesforce Administrators. Moreover I am responsible for the overall Product Vision & Strategy, the overall stakeholder communication, as well as recruiting for the product area.

● **Product Owner** | Full-Time | Sep 2016 - Mar 2018

After setting up the main structure of the new CRM environment within Salesforce I switched into the Product Tech area and became the first Product Owner at Homelike. I was responsible for all product parts of the application and worked together with a small teams of engineers to develop new features and improvements.

● **Manager Business Intelligence & Booking Operations** | Full-time | Jun 2016 - Aug 2016

After my internship I joined Homelike as full-time employee within the Booking Operations team and took over the project lead for the implementation of the Salesforce and SalesCloud new reporting structures shortly after.

● **Manager Booking Management & Customer Care** | Full-Time Internship | Mar 2016 - May 2016

I started at Homelike as an intern within the Booking Management and Customer Care area. The main focus was on converting customer leads into bookings via email and phone.

Mind the Product, London, UK

Mind the Product is the largest Product-Community in the world with large conferences in London and Singapur and a meetup network all over the world called Product Tank.

● **Co-Organizer Product Tank Cologne** | Part-Time | Nov 2018 - today

As organizer and host of the Product Tank Cologne I am building up a living and trusted community of product people in cologne by hosting a monthly meetup.

GRAESKE Audio Visual, Bergisch Gladbach, Germany

GRAESKE Audio Visual is an event-technology and service company that is specialized on corporate events. I joined the company when it was a small company as student. During my studies we decided to scale up the company together, which includes setting up a business plan and execute several growth strategies. Today the company includes 10 Full time employees and is one of the largest suppliers in Nordrhein Westfalen.

● **Management Assistant** | Full-Time | Oct 2013 - Feb 2016

Consultation of the management director in strategic company direction, organized the marketing strategy, build up a new brand, acquired key accounts in event market, foundation of a joint venture, social media and homepage managament

Event technician | Part-Time | Aug 2011 - Sept 2013

Temporary employment as an event engineer

**World Business Dialogue (OFW Organisationsforum Wirtschaftskongress gGmbH),
Cologne, Germany**

The World Business Dialogue is a renown annual international business conference in Cologne. The company behind is entirely student-run and focuses on the practical education of students during their formal studies.

- **Head of Event-Management** | Volunteer in Part-Time | Apr 2013 - Apr 2014
| Led a team of 6 organizing the 17th World Business Dialogue 2014 - the largest international student run business conference worldwide.

Education

Bachelor of Arts (BA) - Social Science, 2.3

University of Cologne, Cologne, Germany | Sep 2011 - Jul 2015

Major: Politics & Sociology

Minor: Business Administration

Mains: Marketing, Trade Fair Management

General University Entrance Qualification (Abitur)

Nicolaus Cusanus Gymnasium, Bergisch Gladbach, Germany | Sep 2002 - Jun 2011