

# BARBARA TOBIESEN

## THE DIGITAL SCALER



### + CAREER PIN POINTS

- Digital Strategy & Growth @ enable2grow
- E-Commerce & Customer Growth leader @ Amazon
- Digital scaling strategies, optimization of Sales & Marketing Automation & AI potentials @ Independent (SME)
- Transformation & Corporate Development @ Hubert Burda Media
- Studies in Media Management @ Hochschule St. Gallen (HSG) & IJK Hannover

### + EXPERIENCES

Focus industries: E-commerce, beauty & nutrition, hardware goods, education & EdTech;

Digital growth strategies & growth hacking; marketing & sales automation; AI for growth scaling, customer journey mapping & UX optimization, data-driven methods & lean startup approaches

### + SKILLS & TOOLS

Project & program management expert, strong communication skills & hands-on mentality, combination of creativity and analytical structure;



“My goal is to help companies scale their digital growth in a sustainable way. Working together as equals, I develop customer-centric strategies and translate them into efficient processes and frameworks that deliver measurable long-term success.”

LET'S MEET & GROW.



BOOK A CALL!

More at: [www.enable2grow.com](http://www.enable2grow.com)