



CTO · CIO · CEO · BOARD MEMBER · ADVISOR

Bosse Küllenberg

C-level technology leader with 15+ years of executive management in Europe and the US — at the intersection of technology, creativity and business transformation.

 Hamburg  15+ years C-level  4 companies founded

PROFILE

Proven three times over in leading organizations through fundamental technology shifts — from the digital transformation of traditional companies to building an enterprise AI platform with 150+ GenAI applications in production. Entrepreneurial DNA from four founded companies, international leadership experience — several of those years operating out of New York, and a recognized thought leader in agentic AI. Reporting directly to owners and managing shareholders for more than a decade. What the market now calls forward deployed engineering has long been practice in this career: leading embedded inside the company, delivering in production, staying close to the code. Nominated CIO of the Decade (2020).

AI transformation with P&L judgment: decided at ownership level, built with the teams, measured by results.

AT A GLANCE

150+

GenAI applications in production

1.100

Employees across organizations under his remit

4

Companies founded

8+

International awards

MANDATES & FOCUS

Advisory & Board Work

Board and advisory work on technology and AI — sparring partner to ownership circles and executive teams.

AI Value Creation — Private Equity & Family Offices

AI-driven value creation in portfolio companies: from the first-100-days agenda to a productive agentic platform.

Interim & Executive Mandates

C-level on demand (CTO · CIO · CDO): leading transformation, building teams, delivering — forward deployed, up to building dedicated forward deployed engineering (FDE) functions.

Technology Due Diligence

Tech and AI readiness assessments for investments, succession and carve-outs.

since 2026

PAIDAI

PAIDAI GmbH

Interim CTO — Technology Leadership

Hamburg-based AI company building the Working Life Operating System: a personal Human × AI infrastructure for the entire working life on a sovereign data foundation. Moved from the advisory board into operational technology leadership in August 2026.

- Technology leadership for the next product phase: architecture, AI and the interplay of data foundation and services
- Security, governance and European data sovereignty as core design principles
- Supporting the company's first external financing round

2023 – 2026

pilot

pilot Agency Group

Group CTO — Managing Director Technology, Operations & Creation

One of Germany's largest owner-managed media agency networks. Approx. 600 employees, 8 locations. Remit: technology, operations, creation and BI/big data — around 60 people in his line, reporting directly to the managing shareholder.

- Enterprise AI platform (pilotAI): sovereign LLM infrastructure with 150+ GenAI use cases in production
- Agentic services architecture: multi-agent framework; BVDW/ARIC best practice
- Cloud-native data fabric on Kubernetes; significant reduction in campaign turnaround and data preparation times
- Createch Labs: first AI-augmented campaign with measurable brand impact uplift
- Hyperautomation: numerous end-to-end workflows with substantial efficiency gains

2019 – 2022

ETERNA

ETERNA Mode GmbH

CTO — Member of the Executive Board

Shirt and blouse specialist, heritage company est. 1863, approx. 1,100 employees internationally. First CTO in the company's history, reporting directly to the managing shareholder.

- Pandemic crisis management: navigated the lockdown slump in business wear — and used the crisis as an investment phase; first German StaRUG restructuring
- Complete technology rebuild: new ERP platform (8-figure budget) and end-to-end process automation
- E-commerce replatforming on modern shop systems, dynamic pricing and dynamic replenishment
- Salesforce marketing automation; new sub-brands and sustainability lines with dedicated online shops

2017 – 2019



Sparq Corp., New York / Hamburg

CDO — Chief Digital Officer

Blockchain-based ticketing platform headquartered in New York — led from there. ML/predictive analytics. Parallel mandate alongside Youpooly.

2015 – 2018



Youpooly Corp., New York / Hamburg

CDO — Chief Digital Officer

Offices in Germany and the US, led primarily out of the New York headquarters — transatlantic teams, commuting between NYC and Hamburg. Cloud microservices. Run in parallel with the Sparq mandate from 2017.

2014



SYZYG Deutschland GmbH

Executive Creative Director (interim)

Interim creative lead for the Frankfurt office. As ECD, won the international pitch for BMW Motorcycles worldwide for the group.

2012 – 2013



Brand University of Applied Sciences

Lecturer — Digital Branding

Teaching appointment alongside the management role at Heye/DDB: digital branding strategies, social media, performance measurement of interactive media, SEO/SMO.

2008 – 2014



Heye Digital Lab / DDB Germany (Omnicom)

Director Digital & Member of the Management Board

Digital agency incubator. Transformation of Heye & Partner. Clients: J&J, McDonald's, Mont Blanc, Sixt.

2005 – 2009



Heye & Partner / DDB Worldwide

Digital Creative Director, Member of the Management Board

2002 – 2008

spielplatz.cc Gruppe

Co-founder & Managing Partner

One of Europe's first mobile marketing agencies — founded when brands were just discovering the phone. Offices in Hamburg, Munich, Vienna and Innsbruck; associated partner of Tribal DDB (Omnicom Worldwide). Clients included Coca-Cola Switzerland (full brand portfolio), Raiffeisen Bank and Swarovski.

1997 – 2002

Early Career

Elephant Seven (Mercedes, Coca-Cola) · HIEL · BBDO (BMW X5) · Freelance journalist (SZ) · Co-founder Dreamfactory

BOARDS & ADVISORY



BVDW e.V. ↗

Head of Lab 3: AI Technology

Leading the technology lab at Germany's Federal Association for the Digital Economy (BVDW). Bridging AI research and practice. Industry standards for agentic AI.



PAIDAI GmbH ↗

Interim CTO & Advisory Board Member

The Working Life Operating System — a personal Human × AI infrastructure for the entire working life, built for Europe. After advising from the board, now leading technology operationally: AI-first architecture combining security, governance and European data sovereignty from the ground up.



waiwai

Strategic & Technical Advisor

AI identity startup (formerly ultimate identity). Digital identities and AI. Equity stake.

VOICES

"As CTO, he leads the technological direction of the pilot group with a strong focus on transformation, organizational maturity and long-term impact. Our collaboration was defined by mutual trust and a shared commitment to turning strategic direction into robust technical and operational reality."

Dr. Axel Klingmann · Head of Product · 2025

"I was consistently impressed by his ability to stay ahead of the curve when it came to emerging technologies. Bosse has a deep understanding of the latest technological advancements, including artificial intelligence, machine learning, blockchain, and more."

Tobias Endl · Technology Executive · 2023

"The sort of very rare person with whom you can go for a brainstorming session over lunch to come back with an industry-influencing, client- and award-winning idea building on technology."

Andreas Andresen · Associate Partner, IBM Consulting · 2015

"The only talent you need to be truly creative is originality. If you're searching for someone who's able to think outside of the box — and if you really mean it — then Bosse is it. Listen to him."

Mathias Jahn · Creative Director · 2014

From the [LinkedIn recommendations](#) — complete and unedited there.

PUBLICATIONS

AI Transformation in the German Mittelstand 2027

Book project · publishing early 2027

RPA: Wie Bots die Prozessautomatisierung revolutionieren 2025

Digitalbusiness Magazin · Feature article

KI in der Medienwirtschaft 2025 2025

RTR study · Expert contribution on AI orchestration

Leitfaden – KI Playbook – Künstliche Intelligenz nutzen, aber richtig 2024

BVDW · 48 pages

BVDW Results Report 2024 – Digitale Wirtschaft in Deutschland. Für Europa. 2024

BVDW Report No. 29 · AI contributor

Digitalisierung im Mittelstand — chapter: Target picture of a transformative tech stack 2020

Springer/Gabler · Co-author

Brand's New Toy 2009

Redline Verlag · 326 pages · Translated internationally

Leitfaden Online Marketing 2008

Co-author · 853 pages

Chronisch Digital — KI & AI Readiness Podcast

BVDW podcast · Guest

Cited as a subject-matter author on [Mobile Marketing \(Wikipedia\)](#)

TALKS & KEYNOTES

Regular keynote speaker on enterprise AI, agentic architecture and digital transformation in the German Mittelstand.

Embrace Festival

DMEXCO

OMR

SXSW

AI-Kongress

BVDW

ZEIT x FUTURE

NDR

brand eins

Marketing Automation Trends

Brand University

AWARDS & RECOGNITION (SELECTION)

2024	Agentic services architecture recognized as best practice (BVDW & ARIC)
2020	Nominated CIO of the Decade
2015	D&AD Wood Pencil · The ONE Show Bronze Pencil
2013	ADC Deutschland · GWA EFFIE Finalist
2011	Deutscher Mediapreis
2002	Cannes Cyber Lion · Golden Award Montreux
2001	The One Show New York

TECHNOLOGY FOCUS

Agentic AI & Multi-Agent Orchestration

Forward Deployed Engineering (FDE)

MCP & Agent-to-Agent Protocols

Context Engineering & RAG

Enterprise AI & LLM Platforms

Sovereign AI & EU Data

AI Governance & EU AI Act

LLMOps & Evals

Hyperautomation

GenAI Content & Creative Tech

Kubernetes & Cloud-native

Data Fabric

Dynamics 365 / Salesforce

Blockchain & Web3

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