Maximilian Redt

I make AI work in marketing, tech, product and beyond.

VP Customer Journey & Marketing Tech at AUTO1 Group, leading 85+ people across engineering, data, CRM, design and B2B marketing. Engineer turned executive, still building hands-on.

~/contact

- Vienna
- in@mredt.info
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~/skills

LEADERSHIP

- Organisations of 85+ people
- Org design and senior hiring
- Stakeholder management up to CEO level
- Budget and vendor ownership

GROWTH & CUSTOMER JOURNEY

- Conversion rate optimisation
- Experimentation and test statistics
- Lifecycle CRM
- Marketplace economics
- Tracking and attribution

AI

- Claude Code, Codex, agent SDKs
- MCPs
- Multi-agent workflows

DATA

- SQL and dbt
- Apache Airflow
- Redshift, BigQuery
- Tableau

ENGINEERING

- Python
- TypeScript, Node.js, React, Vue
- Swift and SwiftUI
- AWS, Docker, Terraform
- Automation

~/languages

- German, native
- English, fluent

~/off the clock

- 50 countries visited
- Father of a son
- Happiest outdoors

~/experience

VP Customer Journey & Marketing Tech
2026 to today

AUTO1 Group · Vienna & Berlin

- Lead 85+ people. Two web engineering teams, marketing intelligence, marketing automation, CRO and CRM, design and B2B marketing
- Own the end-to-end customer journey of both consumer brands, wirkaufendeinauto.de in 10 countries and Autohero
- Drive the AI transformation of the organisation. My teams ship the agents, I build the first prototypes
- Own the conversion targets on both sides and set the experimentation pipeline with product
- Work directly with the CEO and leadership team on growth, platform KPIs and new products
- Shape org design and hire director and head-level leaders

Director Customer Journey & Marketing Tech
2022 to 2026

AUTO1 Group · Vienna & Berlin

- Led web development, tracking, marketing automation, data engineering and analytics
- Owned the customer journey for wirkaufendeinauto.de and its sister brands
- Built the marketing intelligence team, its data platform and the in-house experimentation platform
- Led the GA4 migration and the rebuild of consent and tracking

Head of Marketing Tech
2017 to 2021

AUTO1 Group · Berlin

- Led the technical marketing teams and a conversion optimisation team, 20+ people
- Ran the A/B testing programme for the conversion funnel
- Wrote the first version of the marketing automation framework in Python on the Google, Microsoft and Meta Ads APIs
- Built data pipelines with Apache Airflow and Amazon Redshift, reporting in Tableau
- Ran all systems on AWS with Docker

Team Lead Marketing Frontend Development
2016 to 2017

AUTO1 Group · Berlin

- Built the team from scratch, including hiring and training
- Developed landing pages and the funnel frontend with Node.js and React
- Introduced Jira and Git workflows in marketing
- Analysed landing page performance with SQL and Google Analytics

Independent developer & consultant
Berlin & Vienna — 2013 to today

Web Developer
ProfitBricks, today IONOS — 2012 to 2015

Apprentice IT Management Assistant (IHK)
Virtual Minds AG — 2009 to 2012