

Deniz Sirmasac

Interim leadership.

Managing director or business unit lead on an interim basis · Growth and digital transformation for startups, scale-ups and mid-sized companies



I am brought in as interim managing director or business unit lead when growth or digital transformation needs leadership. I come from execution, from marketing and e-commerce to AI, and I lead the commercial and the digital side from one hand.

AVAILABILITY Mandates immediately · full capacity from 1 November 2026	REGION Across Germany · 3 to 4 days on site with overnight stays · based in Cologne/Bonn	LANGUAGES German (native) · English (fluent, business level)
COMPANIES startups, scale-ups and mid-sized companies · up to around 500 employees	ENGAGEMENT Interim mandates, 3 to 12 months, with decision authority	CONTACT ds@deniz-sirmasac.de · +49 177 8946018 · deniz-sirmasac.de

WHAT I STAND FOR

IT, Software & Digital Transformation

From requirement to delivery: cloud, ERP, CRM and software, automating processes, connecting systems, CRM as a single source of truth, architecture and AI.

Build & Scale

Build and scale companies, brands, and marketing and sales structures, for clients and in my own companies.

Commercial Leadership & Growth

Make the commercial side steerable: go-to-market, marketing and sales in sync, growth with a clear direction.

INTERIM ROLES

INTERIM MANAGING DIRECTOR & BUSINESS UNIT LEAD

Interim Managing Director, Division Lead, Interim General Manager, Interim COO, change ownership

DIGITAL LEADERSHIP

Head of Digital, Interim CDO, Interim Head of AI, Interim Head of Transformation

IT PROGRAMS & SYSTEMS

Project Lead ERP/CRM/Cloud, Head of RevOps, CRM Project Lead

COMMERCIAL LEADERSHIP

Interim CMO, Interim CRO, Head of Sales, Head of Growth, Head of E-commerce, Commercial Lead

FOCUS AREAS

Cloud / ERP / CRM	CRM as single source of truth	System architecture	Process automation
Business intelligence	Generative AI	Agentic AI & workflows	Digital growth
Go-to-market	Sales strategy	E-commerce	Marketing strategy
Owned, earned & paid media			

In AI initiatives I work in the stack myself: Anthropic Claude, OpenAI, Google Gemini, LangGraph, MCP and vector databases, for agentic workflows in production.

COMPANIES I HAVE WORKED WITH AND FOR

Rockethome Vonovia ICL Group MediaMarktSaturn Adapteo Climate Solution
RheinCargo Telefónica ERGO eticor FarmInsect Kunze Bühnen Teavaro Whitebox

CAREER

Built. Led. Sold.

since 2026	Interim managing director or business unit lead , growth and digital transformation With the exit of Werk von Morgen under way, open to mandates at startups, scale-ups and mid-sized companies. Up to five days per week.
2019 – today	Co-founder & Managing Director , Werk von Morgen GmbH, Cologne - Built a digital agency for marketing, sales, e-commerce and systems to around one million euros in annual revenue, full P&L, team of up to 20. - Responsible for positioning, sales, client leadership at managing-director level and building the AI and automation practice. The company is in an exit process; day-to-day operations run without me. The managing director role ends on 31 October 2026. - Mandates for mid-sized companies and corporates: marketing and sales steering, digital and AI roadmaps, system rollouts in CRM, ERP and cloud, process automation and BI.
2018 – 2019	Digital Marketing Lead , Fairrank GmbH, Cologne Led the digital marketing unit of an online marketing agency: owned, earned and paid media for mid-sized clients.
2017 – 2018	Head of Go-to-Market , Rockethome GmbH, Cologne Owned the go-to-market strategy for new products and markets at a B2B PropTech company.
2016 – 2017	Growth Manager , 24option Growth and sales steering in an international online environment, data-driven acquisition and conversion.
2007 – 2016	Founder & Managing Director , De & Di Werbeagentur (print and digital), <i>with a successful exit</i> Built and led over nine years, sold in 2016. Marketing, sales and production from one hand for mid-sized clients.

EDUCATION

Studies Marketing and Entrepreneurship

HOW I WORK

“I have no service package to sell. I sit inside your accountability and am measured by the result, not by a mandate I want to extend.”

When companies bring me in

Growth is behind plan. A leadership role is missing or has fallen vacant. A change initiative is stuck. A goal has a date: investor, board, exit.

What I am not

Not a consultancy that hands over a presentation. Not a freelancer who tags along. I sit in the org chart, decide, prioritize and own the outcome. For delivery I lead your teams; where it makes things faster, I work hands-on myself.

PERSONAL

Nearly twenty years as a digital entrepreneur. I know how it feels when growth stalls and everyone looks to you, because I sat on that side of the table. I know marketing, sales and digitalization from all three sides: as a service provider, as a managing director and as a buyer of consulting.