

Lucy CRIDDLE

Cross-functional leader with **20 years experience** in **strategy, growth & marketing, product innovation**, international expansion, and scaling high performing teams. **Consistently met or exceeded performance targets** in revenue and user growth, while maintaining **cost discipline & team engagement**. Responsible for **budgets up to €50m** and **teams of up to 40 experts or leads**. Market experience across Asia, Europe, Latam & USA. To work with, I am described as visionary, pragmatic, driven and empathetic.

Building Business in Startups & Tech

Director of International Expansion & Managing Director, Taxorama Australia



Barcelona, Jun '22 - present

Taxfix SE B2C Fintech: tax-filing software (€330m investment to date)

- Led International Strategy and New Markets Incubator, from MVP iteration to market launch & growth across 6 markets / 3 continents
- Responsible for P&L and cross-functional team of 35+, as manager-of-managers, and member of Taxfix Senior Leadership Team.
- Achieved 220% of paid user growth OKRs in new market launch; cut cost & time-to-launch by 60% by redesigning product innovation process.
- 100% team engagement score in People Survey, identified as culture role-model.

Career break: language learning & relocation

Sep '21 - May '22

International Head of Marketing & Growth + Head of Growth Strategy



Berlin, May '19 - Aug '21

Babbel GmbH B2C Edtech: global language learning app (€33m investment to date)

- Owned strategy and P&L for five key markets inc. Rest of World with €8-figure ARR, leading teams up of to 35 marketers & team leads.
- Responsible for C-level priority growth projects, including market expansion, commercial & company (inc Product & People) strategies.
- Developed & launched app Free Trial model, resulting in +30% revenue across all global markets (ex USA).
- Drove market turnaround, resulting in +70% new revenue growth, +90% increase in paying subscribers and reducing -35% channel spend.
- Reshaped brand & channel strategy to drive +80% revenue growth in UK market.

Global Head of Strategic Partner Growth



Berlin, Sep '17 - Apr '19

uberall GmbH B2B Martech: location marketing software (€170m investment to date)

- Led global channel partnership revenue (€8-figure ARR; c.50% company total) and P&L, growing team from 3 to 12 managers and leads.
- Generated +40% revenue growth via reseller partners to SMEs, supporting end-to-end user lifecycle stages.
- Developed global vision for sales partnerships & built team infrastructure including KPI frameworks, people development & processes.
- Drove collaboration across Product, Customer Support & Marketing to increase user activation (+32%) & retention (+25%).
- Rated "Awesome 10/10" by 10 of 12 direct reports in anonymous 360 feedback.

Startup Advisor Health & Fitness, Hospitality, Private Equity

Singapore, June '16 - Aug '17

- Built leadership & sales teams, managed investor relations for acquisition fundraising, negotiated acquisition deals.
- Advised on company strategies, process optimisation, people management & performance tracking.

Founder & CEO



Singapore, Jul '15 - Dec '16

Giant Peach Travel Pty Ltd B2C Social travel concept (Bootstrapped)

- Built community of travellers & experiences across Asia, securing necessary regulatory approvals, and partnerships with suppliers.
- Led marketing, PR, and end-to-end operations with a lean team, with word-of-mouth as key driver of customer & revenue growth.

Strategy Consulting & Banking

Vice President Corporate Banking, Strategy & Inhouse Consulting



Singapore, Mar '10 - Mar '15

Deutsche Bank AG

- Owned global & regional initiatives for Group CEO & APAC Exec, inc. China strategy, APAC expansion, Key Client Growth & investor briefings.
- Setup APAC Corporate Bank Revenue Operations, owning regional/global client strategies, performance management & systems improvement.
- Led pan-APAC teams to restructure offshore operations, improving operational efficiency whilst strengthening regulatory compliance.
- Represented Deutsche Bank to regulatory bodies, influencing legislative responses to Dodd-Frank and ensuring compliance & implementation.

China Country Director Pro-Bono - project during Financial Crisis

Hong Kong & Yunnan, China, Jan '09 - Mar '10

Ventures in Development NGO building sustainable enterprises

- Drove lead conversion and sales, oversaw client relations, and led a local team of 7 core and 20 contract staff.
- Streamlined operations from site prep to tour logistics, collaborating with suppliers and managing clients, cutting operating costs by 72%.

Commercial Sales Strategy Consultant



Singapore, Jun '08 - Dec '08

Diageo PLC Global FMCG; brands inc Guinness, Johnny Walker (Publicly listed)

- Led cross-functional team of 15 to develop APAC Sales strategy & performance in India, China, Korea & Taiwan, identifying £4.5m profit uplift.

Strategy Consultant

Marakon Associates London & Singapore, Jul '03 - May '08

Marakon Associates Global Strategy Consultancy (Acquired by CRA Int.)

- Advised C-suite & Exec levels in Fortune 500 clients on global & regional corporate strategy, investment allocation & portfolio strategy.
- Owned strategic recommendations, client relationships & financial analysis for projects including: M&A strategy, organisation restructure & people culture strategy (financial services); Regional growth strategies (various FMCG); Portfolio business investment (Petrochemicals).
- Managed international teams of up to 30 consultants & clients, including career development, recruitment and coaching of junior consultants.
- Founded Marakon Consultant Networking group, and participated in client business development, thought leadership & pro-bono projects.

2001-2004 Cambridge University MA (Hons) Economics II.I

2020 Reforge Advanced Growth Strategy (Product-Led Growth Loops)

2020 Marketing Week Mini MBA with Mark Ritson

English - Native

Spanish - Advanced (B2)

French - Conversational (B1)

German - Conversational (A2)

Mandarin Chinese - Basic