

VIVERE GMBH · BRAND / PROJECT MANAGER AMAZON · HAMBURG · 2022 – 2023

Every launch is a forecast. So I stopped *guessing* it.

A marketplace incubator that has to keep launching, across five European countries. Get the forecast wrong in one direction and you own dead stock; wrong in the other and the listing goes out of stock at the exact moment it starts working. I owned the product P&L, not the marketing of it, so both mistakes were mine.

OWNED PRICING, MARGIN, INVENTORY AND INNOVATION KPIS ACROSS DE, UK, FR, ES, IT
VIVERE GMBH · OWN BRANDS AND SEVEN-FIGURE B2B CLIENTS

+30

NPD launches on Amazon Europe

+\$1M

Revenue in the first six months

+\$2.6M

On best-sellers over a year

Read, forecast, *ship*.



01 • READ

The market already wrote the brief.

Product-level analysis across the marketplaces: trends, reviews, packaging, pricing and competitors. Reviews of rival products say what customers value in their own words, for free.

02 • FORECAST

A system, not a feeling.

Rather than forecast each product by instinct, I built one that took product type, market, production capacity and rotation as inputs, and used it across every market I ran.

03 • SHIP

Own the asset, own the outcome.

I owned the briefing for every listing, A+ page and Brand Store, with the final say on what went live. Then negotiated OBI and Bauhaus to take the brands off the marketplace and onto a shelf.

Thirty launches, and the system that *survived* them.

+30

NPD launches with cross-functional teams

+\$1M

Revenue in six months

+\$2.6M

Best-seller growth in a year

+90%

On-time completion, in a start-up

WHERE THE NUMBERS CAME FROM

TWO DIFFERENT STORIES THAT A CARELESS READER WOULD MERGE. THEY ARE NOT THE SAME.

- +\$1M in the first six months came from launching thirty new products.
- +\$2.6M over a year came from consumer-insight campaigns on the best-sellers already there.
- +8% Amazon sales in six months for a seven-figure B2B client's product line.
- PPC was steered as investment strategy, never run hands-on in the platform.

Project management held +90% on-time completion and cut time to market by 25%.

FIVE MARKETS, ONE OWNER

DE · UK · FR · ES · IT

OBI and Bauhaus · off the marketplace

I owned the most profitable categories across all five, which means one person carrying five sets of pricing, five competitive sets and one forecast that had to work in all of them.

The forecasting system outlived any single launch, which is the part worth hiring for.