

BENJAMIN THYM



Successful Startup-Founder CEO Offerista Group

Benjamin Thym is one of the most successful start-up founders in Germany. With Barcoo, he founded Europe's largest mobile product guide in 2007. Since 2016, he has also been the founder and CEO of Offerista Group.

After studying business informatics in Karlsruhe, Thym first worked as a management consultant for The Boston Consulting. In 2007, he founded Barcoo together with friends. The basic idea of the app is to make information about various organic and ecological labels available at the point of purchase, thus providing consumers with transparency in all dimensions when shopping.

The idea is a success: In November 2009, barcoo is bought by Checkitmobile and thus offers customers even more transparency, because in addition to the price comparison, the app now also enables the retrieval of health and sustainability information directly in the supermarket via barcode scan. With its own beacon solution, Barcoo also offers retailers the possibility of in-store mobile marketing. Customers can thus be provided with suitable offers on the spot. At the beginning of 2016, the merger with Marktjagd will create one of the largest information services for local shopping with around 100 employees and a reach of around 6 million monthly active users. As Managing Director, Benjamin Thym is now responsible for one of the largest providers of location-based services and mobile marketing in Germany. As Managing Director of the Offerista Group, Benjamin Thym accompanies and advises retail and manufacturer brands from all sectors on digital solutions in offer and store marketing.

As an eloquent and entertaining speaker, Benjamin Thym talks enthusiastically about how digital opportunities are changing the user behaviour of customers. His passion is mobile marketing. In a practical way, he shows how to reach the new generation of consumers. Benjamin Thym motivates his audience to go new ways, also to make mistakes and to definitely think outside the box.

Topics (Selection):

- Digital Leadership
- New Work
- Change Management
- Digitale Handelslösungen
- Lean (Startup)
- B2B Sales
- Entrepreneurship