

# DR. MATTHIAS PFAFF



## ENTERPRISE AI & TRANSFORMATION EXECUTIVE

Operator with P&L Ownership | Scaling AI-Enabled Businesses in Regulated Markets

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### PROFILE

Enterprise AI executive with 15+ years building and scaling AI-driven transformation practices across regulated enterprise environments in Germany and EMEA - from directing Bavaria's applied AI hub at fortiss (8+ years) through Deloitte, iteratec, C3.ai, and founder-level product ownership at Playbook. Proven track record in originating multi-million-euro engagements, building high-performance teams with full P&L ownership, and delivering measurable growth across complex enterprise and PE-backed settings. Combines deep AI and technology expertise with commercial execution discipline - from go-to-market and revenue acceleration to organisational scaling and operational accountability. Trusted advisor to venture capital and private equity investors on AI and technology due diligence across DACH.

### CORE COMPETENCIES

Enterprise Transformation & Practice Leadership	Go-to-Market & Service Portfolio Development	Executive Client Acquisition & C-Level Advisory
Ecosystem Building & Growth Strategy	Industrial AI, Robotics & Automation	P&L Ownership & Revenue Scaling

### EMPLOYMENT HISTORY - SHORTENED

#### Strategic Advisor, Playbook GmbH, Munich

Feb 2026 — Present

- Advising on AI architecture, security frameworks, and long-term platform direction for next stage of growth
- Providing AI and technology due diligence support to venture capital and private equity investors evaluating AI-native companies and digital transformation opportunities across DACH - including platform scalability assessments, build-vs-buy analysis, and AI adoption readiness reviews

#### Co-Founder & CTO (GM), Playbook GmbH, Munich

Feb 2024 — Jan 2026

- Co-founder and GM for a €2.5M-funded Enterprise AI platform for regulated industries, responsible for market positioning, governance architecture, and enterprise-scale deployment strategy.
- Defined and executed market positioning and go-to-market strategy for AI SaaS platform in regulated industries.
- Led enterprise and regulatory stakeholder alignment to ensure compliance-ready market rollout
- Built and expanded a regulated-industry ecosystem across Germany, including enterprise clients, strategic partners, and compliance stakeholders
- Managed cross-functional teams across product, engineering, and commercial functions

#### Senior Director Strategic Solutions EMEA, C3.AI, Munich

Aug 2022 — Dec 2023

- Owned end-to-end commercial execution of enterprise AI SaaS sales and delivery across EMEA - with focus on DACH manufacturing, automotive, and industrial enterprises (DAX & Fortune 500)
- Accountable for regional pipeline forecasting, quota attainment, and structured deal governance across DACH/EMEA enterprise accounts — including AI pilot programs with BMW, Deutsche Bank, and Hexagon (~€500K each)
- Built and managed EMEA partner ecosystem including hyperscaler alliances (AWS, Azure, Google Cloud), coordinating joint co-sell motions and partner enablement across DACH/EMEA
- Originated, structured, closed €10M+ AI-driven transformation programs for enterprises (annual quota)
- Collaborated with global matrix leadership across US and EMEA
- Aligned enterprise transformation programs with board-level stakeholders
- Managed full executive sales cycles from opportunity creation through negotiation and contract closure
- Trusted C-suite advisor on AI-driven business transformation across automotive, manufacturing, and banking
- Built and led multinational cross-functional teams spanning sales, data science, and engineering
- Drove pipeline development and executive deal strategy across automotive, manufacturing, and banking sectors

#### Head of AI and Data Analytics, iteratec GmbH, Munich

Jul 2021 — Jul 2022

- Built and scaled AI & Data Analytics Business Unit from 3 to 35+ FTE with full P&L ownership, service portfolio, delivery governance structures, and performance management across consulting teams
- Defined service portfolio, GTM strategy, and internal transformation roadmap
- Established commercial positioning and GTM strategy driving sustained growth
- Led executive client acquisition and enterprise transformation engagements
- Increased market visibility through publications, lectures, and industry representation

**Senior Manager, Deloitte Consulting | Strategy, Analytics and M&A, Munich****Nov 2019 — Jun 2021**

- Led AI strategy and analytics transformation programs from vision to implementation
- Ownership of project acquisition, scoping, and delivery for large enterprise clients
- Head of Insight Strategy Team (16+ FTE)
- Operated within Deloitte's global matrix - aligning Partner, delivery, and commercial functions across strategy, analytics, and M&A engagements for DAX and Fortune 500 clients
- Trusted advisor to C-Level stakeholders across automotive, industrial products, construction, and telco

**Head of fortiss Application Center for AI | Head of Business Model & Service Engineering Apr 2011 — Oct 2019  
fortiss GmbH, An-Institut TU München, Munich**

- Directed fortiss Application Center for AI - Bavaria's applied AI and industrial-automation hub - building and leading applied AI, automation, and digital-innovation units (35+) over 8+ years, with full responsibility for P&L, strategy, and multi-stakeholder governance
- Established strategic partnerships with MSRM/MIRMI (Prof. Haddadin), Applied AI Initiative (UnternehmerTUM), and Fraunhofer – shaping Munich's deep-tech AI and robotics ecosystem
- Originated and managed €4.5M+ in publicly funded and EC-backed research and transfer programmes; coordinated Munich Innovation Hub for Applied AI (European Commission) across academia, municipalities, and industry
- Built long-term advisory relationships with 40+ industrial enterprises and SMEs across manufacturing, automotive, and industrial technology - advising C-level stakeholders on AI strategy, digital transformation, and business model innovation

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**EDUCATION****Technische Universität München, Chair for Information Systems,  
Computer Science Department****2014 — Feb 2018***Dr. rer. nat. (PhD), Munich*

Focus: AI &amp; Semantic Data Integration · Grade: Summa Cum Laude (completed in parallel to senior role at fortiss GmbH)

**Goethe-Universität, Chair for Artificial Intelligence & Software Technology****Oct 2003 — Dec 2010***Dipl.-Inf., Frankfurt am Main*

Focus: Artificial Intelligence &amp; Software Technology · Grade: Very Good

**Claus-von-Stauffenberg-Schule (gymnasiale Oberstufenschule)****Aug 1998 — Jun 2002***Abitur, Rodgau*

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**LINKS**[LinkedIn](#), [ORCID](#), [Personal](#)

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**THOUGHT LEADERSHIP & EXTERNAL ENGAGEMENTS**

- Executive Lecturer, AI in Business - Technische Universität München Executive MBA
- Guest Lecturer, Enterprise AI - Karlsruhe Institute of Technology (2024–2025) and TUM (2025)
- Jury Member - EIT Digital Summer School; German Startup Cup for Organizational Intelligence
- Speaker - Digital Life Design (DLD), Hamburger IT Strategietage, among others

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**LANGUAGES**

German, English, French (basic)

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**REFERENCES**

References available upon request.