

Philipp J. Karstaedt

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Seasoned tech leader and entrepreneur with a 15+ year track record of building and managing successful teams, products, and companies. Expertise spans from 0-to-1 company founding (raising €5.5M VC) to general management of 25+ person teams and €3M/month P&L operations. Combines strategic vision and focus on business performance with a mentoring leadership style and hands-on technical skills, including current developments in agentic AI, LLM, and IoT solutions.

Selected Experiences

AI Health & Life Coach – Stealth Solopreneur Project | 2024 – 2025

- Agentic LLM health personal assistant in Python integrating IoT, sensors, calendars & wearables for context-aware, personalized and proactive voice-based lifestyle guidance
- AI-powered entrepreneur workflows for market/user research, genAI website/deck creation, UX, vibe coding, documentation, community building and static&video marketing assets.
- Integration of various external APIs, ML/AI models (incl local inference), Vision (OpenCV) and BLE.

Legendary Play GmbH – CEO & Co-Founder | 2017–2024

- Founded and scaled mobile games studio with €5.5M in VC funding and 1.5M+ downloads.
- Grew remote/onsite team of 25+ with a culture of accountability, experimentation, and excellence.
- Owned vision and roadmap, leading design, project, and live ops for 3 titles, from concept to launch.
- Led marketing from early funnel tests to performance UA, audience research and playtesting.
- Built BI & cloud data stack enabling iterative testing on ARM KPIs and game economy balancing.

GREE Germany GmbH – General Manager Europe | 2015–2017

- Owned €3M+/month revenue, P&L, and growth responsibility across European markets.
- Transferred operations (UA, Live Ops and CS) for 3 franchises, scaling studio from 0 to 20+ HC.
- Led 50+ publishing/M&A casual and midcore game evaluations around ARM KPIs and mechanics.
- Established GREE's public EU presence, growing partnerships with developers and vendors.

Fyber Media GmbH – Sr. Product Manager | 2014–2015

- Agile Product owner for user acquisition & ad monetization solution in mobile gaming.
- Developed data-driven optimization strategy, increasing CTR by 15% via big data-based profiles.
- Led developer relations with studios and advised on ad monetization & growth best practices.

Aeria Games Europe – Product & Release Management | 2010–2014

- Directed cross-functional teams (15+) across EU/US markets, leading 10+ game launches.
- Set up product teams for new games, mentoring PMs in Live Ops and monetization best practices.
- Running operations for a game title with >300k monthly revenue, leading a team of 5.

Consulting.Games – Advisory and Consulting Projects | 2024 – 2025

- Projects around studio leadership, data strategies, game performance optimization and rescues.
- Workshops on AI-based marketing growth and development processes for gaming clients.
- Projects on revenue growth frameworks and strategic data solutions for gaming & e-com clients.

Skills

- **Product Tools:** Agile/SCRUM, JIRA, Confluence, Figma, Miro, Notion, Powerpoint, Excel/Sheets
- **AI/ML & Data:** Python (Pandas, ML stack: TF, PyTorch, HuggingFace, Flask), SQL/Postgres & SP, Tableau
- **Cloud:** Data ETL and infrastructure on AWS (RDS, Lambda, Kinesis), GCP (Compute, BigQuery)
- **Languages:** German (native), Italian (native), English (fluent)

Studies

- **Business Studies & Administration**, Freie Universität Berlin, Diplom (Master) | 2004–2009
- **Strategic Management**, Vrije Universiteit Brussels (Erasmus) | 2009