



CEO and CX evangelist able to build, scale and develop complex CS/CX and sales structures to deliver best-in-class customer experience

Available for freelance, b2b contracting, direct hire

Matthias Werlich
Tel. +49 176 2090 0332
E-Mail: matthias@dstraticx.eu

Matthias Werlich

CEO DStratiCX Consulting

Foreseeing leader

Precise analyst

Strategic conceptual worker

Enthusiastic influencer

18 years creating world class customer experience

10 years of full p&l responsibility

10 years building, leading and developing large and complex customer service organizations

4 years of requirements engineering & management (see also education 2013)

◆ EXPERIENCE

- ◆ VP and Operations Director in BPO industry, both on and near shore
- ◆ Strategic CX management and optimization
- ◆ Director sales and business development
- ◆ Industry know-how in eCommerce, FinTec, utilities, telecommunications,
- ◆ Operational leadership at c-suite level in BaFin, PVID and eIDAS regulated industries
- ◆ Complex transition projects and digital transformation
- ◆ Turning customer experience into business growth

◆ SKILLS

- ◆ Leadership
- ◆ Growth strategy & management
- ◆ Budgeting and financial forecasting
- ◆ Workforce management
- ◆ Customer success and account management
- ◆ Performance management and operational excellence
- ◆ C-level decision making

◆ PERSONALITY

- ◆ Reliable hands-on entrepreneur
- ◆ Assertiveness
- ◆ Sustainable way of working
- ◆ Team player and loyal co-worker
- ◆ Decision-maker
- ◆ Open, honest and direct

Name	Matthias Werlich
Address	Stockheimer Straße 20, 04651 Bad Lausick
Phone	+49 175 2605118
E-Mail	mwerlich@gmail.com
Date of birth	04.03.1981
Place of birth	Ilmenau, Germany
Marital status	married, 1 son (Louis, born in 2011)

◆ PROFESSIONAL CAREER

2025 - dato

CEO and Founder

DStratiCX Consulting

COMPANY:

Founded in 2025, DStratiCX provides consultancy services along all stages of a customer experience. Whether the clients are developing their first service concept or refining existing solutions, DStratiCX helps them create robust service structures that deliver measurable value - for their customers, their brand and their business.

Major success:

I'm owning and running the business and work with our clients to build great customer experiences across all communication channels, turning awesome CX into measurable business growth and brand awareness.

We support our clients with creating or refining their tailored CX strategy, help them building and scaling their CX organization and also optimize the performance and structure of their existing organizations in order to create a smooth and seamless experience for their customers. Turning customers into real fans.

Depending on the clients needs, I'm working as an interim manager or a freelance coaching or consulting contractor.

Recent Projects:

- Established a business development organization for a SaaS company specializing in digital signatures, seals, and encryption technology. Regional focus on the DACH region.
 - Interim CEO of a SaaS company in the digital marketing sector. Transition from a local, owner-managed company to a medium-sized, international corporate group.
 - Development of a CX strategy for a medium-sized e-commerce company.
 - Management of the tender process for outsourcing customer service for a regional utilities and telco company
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2023 - 2025

Director Vendor Management / Operations Director

IDnow GmbH

COMPANY:

IDnow is a leading identity proofing platform provider in Europe with a vision to make the connected world a safer place. The IDnow platform provides a broad portfolio of identity verification solutions, ranging from automated to human-assisted from purely online to point-of-sale, each of them optimized for user conversion rates and security.

Major success:

I'm operationally leading IDnow's global vendor network and having full p&l responsibility for all agent assisted services. I'm defining the strategy to shape our future footprint to mitigate both geopolitical and environmental risk and boost flexibility while providing best-in-class customer service. I also worked across various roles in business development and acquired new clients.

My most remarkable success is the go-live of our very first offshore site to produce BaFin and eIDAS compliant digital identification services for our clients. My team and I were able to lift cost saving potentials by combining efforts in right-sizing sites and distribute volumes closer to the optimal spread across all vendors.

Driven by the initiatives my team and I have set up and executed, we were able to reduce the cost per transaction by 14% in 2024 despite increasing labor cost in several regions of our vendor network.

In 2025, my team and I were diversifying our vendor portfolio inside the EU to mitigate environmental and geopolitical risks and furtherly decreased our cost per transaction. We added new vendors based in APAC and LATAM to set the foundation for new business to go live.

2019 - 2023**Site Director / Global Account Executive
(on- & nearshore)**

Transcom Halle GmbH

COMPANY:

Transcom is a global network of local specialists, equipped with intelligent technologies – aspiring to find individual solutions.

In 50 contact centers and an extensive pool of work-at-home-agents in 28 countries 30.000 CX specialists are working to create smarter people experiences. We offer our services in 33 languages in international markets and different industries.

Major success:

In that role I was operationally leading Transcom's site in Halle and took the full p&l responsibility of 10-30 MEUR annual revenue. Under my leadership we achieved the turnaround of the site and made the business profitable again. With my team of 370 productive FTE, I am now gaining a contribution margin of significantly above 30%.

How come? First, of course we had to optimize the performance of our existing projects. But my team and I successfully on-boarded and strategically developed new clients as well.

We were able to compensate the loss of a 60 FTE project and fostered the culture in times of employees spread over several work locations both, on site and at home. All relevant KPI in terms of employee increase by 4-9% from 2019 to 2021

We created a strong trajectory of sustainable and profitable growth. This is mainly driven by both developing the business with our existing clients and acquiring new clients. The staff grew from 220 up to 450 during while I was taking care of the Site in Halle.

After harvesting the fruit of my first year in the role as Director for our Site in Halle, I took the chance of leading the ramp of a new project for a travel client spread across 5 different sites in Europe both inside and outside the EU. Within 3 years and despite the challenges Corona brought for all of us, I was able, thanks to an amazing team, to scale this project up to 240 FTE across all sites.

As a Global Account Executive, my focus was on acquiring new clients and developing existing ones, with the goal of achieving revenue growth in the range of 2 to 4.5 million euros in ACV.

2016 - 2018

Operations Director (onshore)

TELUS International (former CCC Leipzig GmbH)

COMPANY:

Telus is one of the leading call center in Europe with a strong team of 75000 employees in more than 50 locations worldwide. The company brings in know-how both in building and maintaining professional customer communication at all channels for clients with their customers. With an engaged team of project managers, quality coaches und service professionals Telus offers best-in-class customer service.

Major success:

In this role I was operationally leading a customer service unit including the full p&l responsibility for this client. My team and I very successfully provided B2C customer service for the entire bandwidth of client segments for a global online payment provider including New-Client-Onboarding, Top-Customer-Care and several outbound sales and KYC campaigns. Next to the operational management, my task was to strategically develop the client to organically grow the share of business made with this client.

The employee satisfaction increased by 27% within 1.5 years and we were able to become preferred partner when it comes to pilot projects to strategically develop the service portfolio of our client.

Under my leadership we achieved a growth in revenue by 30% in three years' time. Hence, my department was contributing 53% of CCC Leipzig's annual revenue.

Top-results in terms of quality (handling time, service level) and performance (net promoter score, agent satisfaction, first call resolution) made it the flagship unit of CCC Leipzig.

2011 - 2015**Change and Project Manager**

Swisscom Schweiz AG

COMPANY:

Swisscom is the leading telecom company in Switzerland. With high innovational power we are continuously developing our market leadership and offer our customers extraordinary shopping experiences.

Major success:

Annual growth of the online channel by 20% driven by CX optimization projects and continuous improvement of communication between business and engineering

Requirements engineering and requirements management to translate between several stakeholders of business- and IT-departments

I was the project lead for the relaunch of the entire online shop. My scope was the redesign of the residential online channel from a conventional single product approach to a hierarchic complex product approach to improve the mobile shopping experience.

Multichannel launch of several hype products such as iPhone 4S, 5, 5S and 6 with channel independent order and fulfillment processes (FIFO)

2008 - 2011

Consultant

Q_PERIOR (former ESPRiT Consulting AG)

COMPANY:

Q_PERIOR is an owner-managed business- und IT-consulting company with several locations in Europe and Northern America. Together with its clients it implements optimization projects along the entire value chain.

Major success:

Fusion of three SAP ERP systems during the merger of SWX Group, SIS Group and Telekurs Group to SIX Group (Swiss Stock Exchange). Data model design and project lead of the business intelligence stream of the project.

Implementation of a new CRM system, data migration and reconciliation at a large re-insurance company in Switzerland

Technical implementation project to build a corporate search solution based on the Google Search Appliance.

◆ LANGUAGE SKILLS

German	Native
English	Business fluent
French	Reading comprehension

◆ EDUCATION

2022	Certified general trainer, SPM2000, Leipzig
2013	Certified professional for requirements engineering, Swiss Association for Quality, Olten
2012	Projekt management training, Swisscom AG Zurich and Bern
2008 - 2009	Projekt management training, ESPRIT Consulting Bern and Munich
2005 - 2008	Study of business administration (Bachelor of Science), Technische Universität Ilmenau
2002 - 2004	Study of business education, Helmut-Schmid-Universität der Bundeswehr Hamburg
1997 - 2000	Abitur, Neideck-Gymnasium Arnstadt

◆ ADDITIONAL FACTS

Availability	Usually within 6-8 weeks
Referenes	Upon consultation