Curriculum Vitae: Marc Gsell



Personal details

Name	Marc Gsell
Address	Am Seelachwald 8 D – 70499 Stuttgart +49 176 43138020 marc.gsell@gmail.com
Date of birth	20 December 1980
Place of birth	Stuttgart
Marital status	Married, 2 children aged 9 and 5
Nationality	German

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marc-gsell.de

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Career history

04/2022 – 09/2026 nexMart GmbH & Co. KG, Stuttgart (Germany)

The company was founded in 2002 by various organisations from the retail and industrial sectors and today operates digital trading platforms for industry and specialist retailers: 300 affiliated manufacturers, 8,000 retail partners, business in 69 countries, 8 locations
Turnover: €13.7 million, 110 employees (2025)

Head of Product Development

Main responsibilities:

- Leading product development with a budget of €4 million and a team of 32 staff
- Optimising the organisation and the associated processes/workflows
- Managing the architecture, the technological direction and the unified technological foundation comprising development frameworks, tools and libraries
- Further developing the product and technology portfolio
- Introducing KPIs to manage product development
- Reporting to the Chief Technology Officer, Mr Roland Wehage

Projects:

- Developing and implementing a strategy for the use of AI
- Optimisation of AI-based development processes with a monthly budget of €40,000
- Introduction of AI guidelines, including reporting, approval and anonymisation rules for 100 employees, along with the relevant tools
- Developing and implementing a training programme for the use of AI
- Setting up the Data Engine with an investment of €4 million – payback period of 3.5 years
- Training and operation of two in-house language models using data sets from 300 customers (manufacturers)
- Establishment of the development centre in Bulgaria with 10 employees from March 2024
- Standardisation of the technology foundation – 5 teams/4 development frameworks/4 development environments – reduction to 2, and outsourcing of maintenance to centralised components
- Switch from the planned single release to daily releases from January 2023
- Introduction of nightly automated updates for all development frameworks
- Test creation and automated interface testing of the Data Engine established as a fixed product feature using AI
- Centralisation of AI activities within a group comprising 4 staff members, each working at 50% capacity, from May 2026, instead of distributed individual initiatives
- Optimisation of staff costs through the use of AI processes – reduction of 6 FTEs
- Development of the Data Engine with 100 output formats for 8,000 retail partners and 300 manufacturers

Contribution to the company's success:

- Reduction in the workload for requirements analysis by 30 per cent (costs of €76,000 per year for 95 staff members, recouped within the first month) – overall increase in implementation speed by 40 per cent
- Reduction in staff costs of €540,000 per year (6 FTEs) through the use of AI
- Reduction in project completion time for clients from 2 weeks to 1 day from January 2023
- Reduction in maintenance effort by 55 per cent – equivalent to a cost saving of €198,000 per year (2.2 out of 4 FTEs per month)
- 60% increase in productivity per support case, based on 1,200 support cases per month – 240 hours of processing time saved per month, equivalent to €160,000 per year
- 50% increase in productivity for new developers during their induction period (2025 to 2026)
- Reduction in the error rate by 25% through the introduction of in-house testing mechanisms, equating to cost savings of €90,000 per year in avoided rework (1 FTE)
- 430 out of 500 test cases for the Data Engine were tested using AI, 86% – test run reduced from 1.5 person-days of manual work to 2 hours of automated testing
- A 15 per cent increase in sales at connected retailers thanks to improved data quality
- Increase in the implementation rate for requirements from 25 per cent to 63 per cent: 12,000 requirements assessed over 3 years, 7,500 of which were implemented
- Production system availability remained constant at 98.5% over 4 years, with no production recovery incidents
- Establishment of the development centre in Bulgaria with 10 staff since March 2024 – additional development capacity without increasing overall costs

02/2019 – 03/2022 Creditplus Bank AG, Stuttgart (Germany)

A subsidiary of Crédit Agricole Consumer Finance and thus part of the listed Crédit Agricole Group, Paris
Consumer credit, sales finance and leasing business in Germany, head office in Stuttgart, 20 branches and one online branch
Turnover: €22.1 million, 700 employees (2022)

02/2021 – 03/2022 ***Head of Project Portfolio Management and Demand Management***

Key responsibilities:

- Establishing and leading the Project Portfolio Management and Demand Management departments, comprising 72 staff and with a budget of €15 million
- Managing the project and change portfolios within a banking environment subject to regulatory oversight
- Embedding strategic architectural decisions within the portfolio and change management processes
- Optimising processes and workflows
- Reporting to the Chief Information Officer, Mr Karim Tsouli

Projects:

- Development and implementation of a new platform for the leasing business within one year
- Restructuring into an agile IT organisation arranged by specialist groups
- Integration of the development site in Slovenia into portfolio management

Contribution to the company's success:

- Migration to the new leasing platform completed within a year; €50 million in turnover is now processed via the platform
- Productivity increased by 20 per cent within the department and by 10 per cent in adjacent areas through optimised processes

02/2019 – 01/2021 ***Senior Project Manager***

Key responsibilities:

- Establishment and management of an agile specialist team working on the regulated core banking systems for lending and leasing operations, with a budget of €15 million and 60 staff
- Developing the architecture and ensuring the security of these core systems as well as all in-house applications
- Ensuring compliance with the requirements of the Federal Financial Supervisory Authority, the European Banking Authority and the General Data Protection Regulation
- Reporting to Ms Inge Lischka

Projects:

- Establishment of the development centre in Slovenia to scale up development capacity, with 13 staff and a budget of €400,000

Contribution to the company's success:

- Award for the working methods of the front-end development specialist group in the end-customer business at Google Finance Day in 2020

02/2014 – 01/2019 eXXcellent solutions consulting & software GmbH, Stuttgart (Germany)

A privately owned, medium-sized service provider specialising in software development and consultancy, headquartered in Ulm with further offices in Stuttgart and Darmstadt. (Now operating under the name BettercallPaul)
Turnover: €13 million, 130 employees (2019)

02/2014 – 01/2019 ***Project Management Advisor and Senior Project Manager***

Main responsibilities:

- Managing client projects in software development with an average annual budget of €10 million and a team of 12 staff
- Technical design in service-oriented architectures
- Involvement in the establishment of the Stuttgart office
- Reporting to the Managing Director, Mr Thorsten Feuerabend

Projects:

- Roll-out of a point-of-sale system across 9 countries, from technical design through to go-live: a team comprising 8 specification writers and 40 developers, duration 3 years
- Development of the Stuttgart site

Contribution to the company's success:

- Roll-out of the point-of-sale system across 9 countries for 150 users – direct connection to the back-end systems reduces the time required per consultation by 1.5 hours
- Helped build up the Stuttgart office from 2 to 30 staff – office turnover of €12 million per year

09/2007 – 01/2014 Capgemini Deutschland GmbH, Stuttgart (Germany)

Subsidiary of the listed company Capgemini SE, Paris, a global provider of consultancy and information technology services
Turnover: €565 million, 7,600 employees (2014)

Senior Software Engineer – Project Manager

Main responsibilities:

- Leading a specification team for enterprise applications with a budget of €2.5 million and 7 staff members (technical leadership)
- Managing the delivery of new software updates to clients
- Developing user interfaces for enterprise applications
- Reporting to Mr Michael Dirksmöller

Projects:

- Management of configuration data for vehicle networks; development of a new application as the basis for specifying and generating control unit software; project budget of €300,000 with a team of 10 staff
- Product data management for vehicle electrical and electronic systems, project budget of €300,000 with a team of 7 staff
- Point-of-sale system in sales, specification of market adaptations and new concepts with a project budget of €3.5 million and a team of 7 staff

Contribution to the company's success:

- 20 per cent efficiency gain in the development of control units through the use of an application to manage vehicle network data, with a team of 10 staff for 50 users worldwide

09/2006 – 09/2007 **KONTEC Engineering Stuttgart GmbH, Stuttgart (Germany)**

Owner-managed development service provider for engineering and software services in the automotive supply industry
Turnover: approx. €55 million (estimated), 650 employees (2007)

Software Engineer

Main responsibilities:
- Assigned to Robert Bosch GmbH as a software engineer to work on the development of diesel engine components
- Reporting to senior management

Projects:
- Development of a web-based application for order, test part and resource management
- Development of a data model for measurement data acquisition to standardise automation and measurement systems

08/2003 – 07/2006 **Work placements and part-time student roles during my studies**

- September 2004 – January 2005 Robert Bosch GmbH, Stuttgart (Germany): Internship in the Diesel Systems division
- February 2005 – July 2006 Robert Bosch GmbH, Stuttgart (Germany): Working student involved in an Oracle database project with development in India
- October 2005 – March 2006 Stuttgart Media University, Stuttgart (Germany): Tutor for the course on business software
- August 2003 – September 2003 Stuttgarter Straßenbahnen AG, Stuttgart (Germany): Temporary worker in the payroll department during the semester holidays

09/1997 – 09/2002 **Stuttgarter Straßenbahnen AG, Stuttgart (Germany)**

Transport company owned by the City of Stuttgart, providing public transport by light rail and bus in the greater Stuttgart area
Turnover: €190 million, 3,000 employees (2002)

01/2000 – 09/2002 ***SAP application administrator in payroll accounting***

Main responsibilities:
- Maintaining the payroll applications within Human Resources
- Setting up, maintaining and revising wage types, as well as ongoing maintenance of wage type documentation
- Collaboration on the HR implementation project: wage type, report and module testing; customisation in accordance with the implementation guide; and participation in the migration study
- Developing user documentation and training materials for payroll administrators

09/1997 – 01/2000 ***Apprenticeship as an industrial clerk***

Further training

Ongoing (selection of key courses):
Claude Code, Kodree, June 2026
Business Architecture Management Bootcamp, scape, November 2024
Agile Software Architecture Advanced, entwickler.de Academy, November 2024
Professional Scrum Master II, scrum.org, July 2024
Professional Scrum Product Owner II, scrum.org, July 2024
Certified Agile Leadership 1, Agile.Coach, November 2023
Systemic Management SYMA, TÜV PersCert, September 2016
Self-study in artificial intelligence: language models, connected knowledge sources and operating my own models, ongoing since 2024

Education

10/2002 – 09/2006

Stuttgart Media University (Germany)
Type of programme: Diploma (Diplom, pre-Bologna)
Specialisation: Information Management
Qualification: Diplom-Informationswirt (FH) — German diploma degree, mapped to EQF level 6/7

09/2001 – 07/2002

Stuttgart-Süd Business School, Stuttgart (Germany)
Type of education: One-year vocational college programme leading to the University of Applied Sciences entrance qualification
Specialisation: Business studies
Qualification: University of Applied Sciences entrance qualification

05/2000 – 03/2001

Civilian national service (in lieu of military service)
Focus: Feuerbach Sports Association, Stuttgart — groundsman and sports programmes for people with disabilities

09/1997 – 01/2000

Stuttgarter Straßenbahnen AG, Stuttgart (Germany)
Type of training: Vocational training
Specialisation: Industrial clerk
Qualification: Industrial Clerk (Chamber of Industry and Commerce)

09/1988 – 07/1997

Weilimdorf Secondary School, Stuttgart (Germany)
Type of education: Secondary school
Specialisation: general education stream
Qualification: Secondary school leaving certificate

Languages

German – mother tongue
English – fluent

Specialist skills

Programming in Java, Python and TypeScript
Operation of my own artificial intelligence infrastructure with local language models and connected knowledge sources
Own products: AKTA, a document archive with text recognition and categorisation using artificial intelligence, and Meridian, a self-operated analytics platform for product teams

Hobbies

Sport: Football — coach of the under-11s at TSV Weilimdorf, hiking
Other: Developing my own software and running my own artificial intelligence laboratory, DIY

Memberships and voluntary roles

01/2013 – present

Chairman of the Friends of TSV Weilimdorf, Stuttgart: fundraising and supporting the club, establishing the futsal team, which has competed in German championships and Champions League matches