

Philipp J. Karstaedt

As a 15-year veteran of the gaming industry, I've built and managed companies and products for over 20M€ in revenue. I'm a product- and data-focused entrepreneur, bridging business and tech. My mind is now on products and projects that leverage data and ML / AI to shape the world of tomorrow.

My Experience

STRATEGY AND PRODUCT CONSULTANCY

Utopia Planitia Consulting UG (haftungsbeschränkt)

2024 - 2025

Product management and strategic revenue-driving consulting projects in gaming and e-commerce b2c fashion industries

- Increased revenue >50% through new promotion / sales frameworks
- Product / project management for strategic ecom infrastructure projects
- Introducing and leveraging AI-based marketing growth principles

CEO & CO-FOUNDER / MD

Legendary Play GmbH, Berlin, Germany

October 2017 - Q4 2024

Legendary creates mobile games around the passion for esports. With 1,5m+ downloads of our titles, Legendary Play raised more than €5M from top gaming and esports investors.

- Driving investor relations through successful Seed and Series A rounds.
- Establishing and championing company vision, mission and values of excellence and accountability for a 25+ strong team.
- Driving company and product growth strategy, structure and execution.
- Product management leadership and vision keeping for two mobile game franchises from early user testing to GTM development cycles
- Building the Business Intelligence stack and data design to enable iterative testing on acquisition, retention, engagement and monetization
- Building partnerships and negotiating licensing agreements with Esports teams, organizations, personalities and brands.
- Guiding innovative web3 business strategy and product integrations

GENERAL MANAGER, EUROPE

GREE Germany GmbH, Berlin, Germany

July 2015 - June 2017

Representative of GREE Inc. in Europe. Founded and grew the Berlin office to 20+ people with overall leadership of the P&L and live operations, marketing, game launches and localization for European markets.

- Responsible for European >€3M revenue targets (FIGS+TR&RU, always met or exceeded) and overall Berlin office P&L.
- Created a strong company culture through values, implementing OKR framework, and ensuring >90% employee satisfaction
- Transferred, launched and operated three midcore f2p mobile games with >1M€ monthly revenue
- Drove strategic M&A initiatives with the corporate leadership team across western markets, identifying and pursuing high-potential licensing and publishing opportunities.



CONTACT

philipp@karstaedt.com
+49 163 6981403
www.karstaedt.com
Lauenburger Strasse 99
12169 Berlin, Germany
(relocating to Zurich area)

SKILLSET

Entrepreneurial Leadership
Product Management: Agile, SCRUM, JIRA, Confluence, Asana, Figma and Miro
Tech: Python (Flask, Pandas, AI/ML stack, RQ mq), Excel/Google Sheets whiz, Gemini, ChatGPT, Claude, blockchain / web3 tech
BI & Data: SQL, Postgres, Tableau, ETL Cloud Tech Stack (eg Google Cloud / Compute and AWS RDS, EC2, Lambda, Kinesis, Cloudwatch)

EDUCATION

2004-2009
Diplom (Master), Business Studies
Freie Universität Berlin

2009
Strategic Management, Erasmus
Vrije Universiteit Brussel

LANGUAGES

German Native
Italian Native
English Fluent
French Basic

Experience, Continued

PROJECTS AND VENTURES

Selected projects and experiments I've been pursuing in my spare time.

- 2024: AI-powered digital health coach and personal assistant in python, providing personalized guidance on daily scheduling, exercise routines, nutrition, hydration and home environment. Ingests Google Calendar, Notion, Oura & Google Fit, Hidratespark, Tado Smart Heating, temp, humidity and presence sensors APIs and talks to me via Alexa TTS skill and push notifications
- 2024: AI-based short video content generation: Automated bulk shortform video generation in python based on reddit posts, with AI speech to text, video captions and video selection
- 2021: Early Virtual Influencer and "Airchimedes" Chatbot project: GPT2-XL (1.5b) LLM finetuning with aigtextgen based on scraped IG influencer posts training set on Google Cloud V100 GPUs and RTX GPU-based generation. Extended to creating chatbots based on the writings of Alan Watts, Schopenhauer and Richard Feynman

SENIOR PRODUCT MANAGER

Fyber Media GmbH, Berlin, Germany & San Francisco, CA

September 2014 – July 2015

- Scrum Product Owner for an User Acquisition and Ad Monetization solution in the mobile gaming space, coordinating PMs, developers and stakeholders in sprint cycles in an agile adtech environment.
- Created and implemented the global product strategy and development roadmap, with focus on big data supported user quality optimization
- Led cross-office knowledge diffusion and process improvement projects between the Berlin and SF offices.

(SENIOR) RELEASE MANAGER

Aeria Games Europe GmbH, Berlin, Germany & Santa Clara, CA

August 2011 – February 2014

- Led the launch of 10+ free-to-play MMORPG, FPS, and strategy games across EU and US markets, overseeing product development, technical integration, and go-to-market strategy.
- Built and managed cross-functional teams and inter-office processes, aligning product, marketing, and tech efforts across international offices and hierarchies (incl C-Level) to ensure timely and successful game releases.
- Mentored product managers and optimized game performance, using KPI analysis to improve monetization and retention strategies while implementing best practices and new tools across teams.

ASSOCIATE PRODUCER

Aeria Games Europe GmbH, Berlin, Germany

March 2010 – January 2012

- Launched, monetized & managed the operations of a f2p client MMORPG, leading a team of 5 and meeting and exceeding 300k€ monthly revenue goals by analysing player and buyer behavioural KPIs for retention, engagement and monetization optimization.
- Negotiated billing and marketing partnerships with external partners
- Drove product management and developer communications to insure implementation of new monetization features and content.

HOBBIES

- Nerding out around ML, 3D printing and smart home
- Travelling and long-distance hiking
- Playing squash & golf, horseriding, and motorcycling
- Physics, (economic) history, politics and biographies
- Awareness and zen

ORGANIZATIONS

May 2009 – May 2010

European Liberal Students Network

SPOKESPERSON OF THE BOARD

May 2009 – May 2010

LHG (Liberale Hochschulgruppen)

INTERNATIONAL OFFICER

REFERENCES

KEITH KAWAHATA

*f. VP Product @ GREE Inc.,
Head of Mobile @ Wargaming,
Head of Games @ AppLovin
kkawahata@gmail.com*

STEFAN BEHRENS

*Digital Health Entrepreneur,
CEO / Founder @ GYANT et al
stef@nbehrens.de*

HENRI HOLM

*CFO @ Sandsoft Games,
f. SVP @ Rovio,
f. CFO @ Nokia China
henri@henriholm.com*

NICK MURRAY

*Consultant in Gaming,
Game Design @ Carry1st,
f. Head of LO @ GREE
Germany,
Game Designer @ Rovio &
Massive
nick@gamesconsulting.net*