

Richard Keiner

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01 PROFILE

Strategy advisor and builder helping leaders create AI-native organisations that perform better without becoming less human. Nine years across consulting, venture building and transformation work, with results to match: €10M+ in OPEX savings for Vantage Towers, a €5.2M seed round as first growth hire at Atlas Metrics, and eight lived cultures with 485+ people through HADORA. Leads with a human-first way of working.

02 EXPERIENCE

Sep 2023 – Now
International

HADORA Initiator

- Founded a cultural institution that builds places where people live together for days to months: 8 cultures, 4 countries, 485+ people.
- Building the eight cultures of 2027 across three continents; leads partnerships, fundraising, brand and narrative.

Sep 2026 – Now
Europe

OneMundi Initiator

- Helps leaders build AI-native organisations by redesigning how people, decisions, workflows and technology work together.
- Runs AI-assisted discovery sprints that find and quantify value, then hands each case to implementation partners.

May 2023 – Aug 2026
Europe

Independent Advisor Strategy & Transformation

- **Vantage Towers:** led global transformation teams towards a €25M annual OPEX target; €10M+ saved within six months.
- **nerdware:** drove immediate five-figure growth through AI and automation.

Mar 2022 – Feb 2023
Berlin

Atlas Metrics Senior Growth Manager

- First growth hire; co-grew the company with the CEO from pre-seed to a €5.2M seed round. Later acquired by Novata.
- Built an automated growth funnel: 400+ prospect meetings across Europe, the US and Asia, €250K+ ARR and €500K+ one-time revenue.

Mar 2021 – Feb 2022
Berlin

FoundersLane Growth Manager

- Co-drove the MENA expansion ahead of the acquisition by Creative Dock.
- Led 20+ six- to seven-figure proposals and helped close 8 deals in the company's record revenue year.

02 EXPERIENCE continued

Oct 2019 – Nov 2020
Munich

fourdrip Co-Founder & CEO

- Led a team of 5 to build Munich's largest marketing platform for local businesses: 4,000+ users, 200+ daily actives, 80+ business customers.

Apr 2017 – Sep 2019
Frankfurt

BearingPoint Business Consultant, Digital & Strategy

- Designed an agile requirements concept for a new SAP hub, led documentation for a 100+ person project and built a telecom pricing model.

03 EXTRA-CURRICULAR

Apr 2021 – Dec 2024
Berlin

FightBack Partner

- Mobilised 200+ senior leaders around sustainability initiatives; grew executive membership by 35+ and built automated member match-making.

04 EDUCATION

Oct 2018 – Sep 2019
Coventry, UK

MSc Business Analytics

Warwick Business School

- **Result:** graduated in the top 5% of the programme, with 73.9%.
- **Thesis:** classical shortest-path algorithms and the faulty GPS problem, finding shortest paths in networks with unreliable directions.
- **Focus:** operational research modelling, business statistics, spreadsheet modelling and advanced analytics.

Oct 2013 – Mar 2017
Bamberg

BSc Business Administration

University of Bamberg

- **Thesis:** a criteria catalogue to quantify the benefits of Industry 4.0 in production processes.

05 SKILLS & LANGUAGES

AI-native

Works AI-native every day: Claude and agentic workflows for research, analysis and building, as the default way of working.

Tools

Understands how the tools behind the work fit together, from CRMs like Attio and HubSpot to Notion, Airtable and Zapier.

Programming

Working knowledge of Python, SQL and R, plus Excel, VBA and Tableau.

Languages

German (native), English (fluent)