



Michael Pötscher

HEAD OF MARKETING · CRYPTO · FINTECH · PAYMENTS

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EXECUTIVE SUMMARY

15 years building and leading marketing organisations across crypto, fintech, payments, and consumer technology from early-stage to IPO-track.

CMO and Management Board member at Bitpanda
10x revenue growth, USD 4b+ valuation, 3 funding rounds.

Advisor to Coinbase, Crypto.com, 21bitcoin, Cyclops and others on European go-to-market via Outrun Advisory.

Owned marketing compliance sign-off at Bitpanda: Built pre-clearance process with Legal & Regulatory across 6 EU markets under FMA oversight.

CMO at TourRadar from incubation to raising USD 50M Series C, 5 funding rounds, total team of 300 across 3 continents.

SVP Marketing at Paysafe — MKTG team of 70, Skrill, Neteller and paysafecard across Europe and North America.

Deep familiarity with MiCAR, GDPR, EU Digital Services Act and financial promotions law in regulated crypto and payments environments.

Prepared to sit fit and proper examinations with the Austrian FMA if required by the business.

KEY STRENGTHS

- ◆ Crypto and fintech brand building
- ◆ User acquisition at scale
- ◆ Building and leading MKTG teams
- ◆ MiCAR / FMA regulatory env.
- ◆ Go-to-market strategy
- ◆ Startup to scaleup transitions
- ◆ Budget ownership (8-figure)
- ◆ Agency and partner management
- ◆ CRM and lifecycle marketing

EXPERIENCE

Co-Founder and Managing Director

Mar 2022 – Present

Outrun Advisory FlexCo

Founded as a solo advisory practice and formalised into a multi-partner consultancy Flexco in 2024. Clients span across crypto exchanges, fintech platforms, payments companies, and consumer goods.

- Active client engagements include Coinbase, Crypto.com, 21bitcoin, Cyclops, wikifolio, eyerim and tytl on European go-to-market execution.
- Served as Interim CMO at Eversports (Dec 2021 – Jul 2022) during a pre-exit growth phase.
- Advisor to Limewire and various pre-market web3 startups on go-to-market and brand strategy.
- Executive coaching and mentoring across company development stages, from pre-seed to publicly listed enterprises.
- Lecturer in marketing strategy at FH Wien and Fokus: Zukunft.

SVP Marketing, Digital Wallets

Sept 2022 – Mar 2024

Paysafe Group, Vienna

Responsible for Skrill, Neteller, and paysafecard within one of the world's largest payments and fintech organisations.

- Led a team of 70 across Europe and North America, including a dedicated CRM function — Director of CRM and 10 specialists — responsible for lifecycle marketing, client activation, and retention.
- Restructured decentralised marketing teams into a single operating unit, delivering a revenue resurgence while cutting team size by 25%.
- Owned global consumer acquisition and retention, budget, and brand reputation across all consumer brands.
- Managed external agencies, media partners, and influencer relationships across multiple regulated markets.
- Member of the Paysafe Senior Leadership Team (top 25).

Chief Marketing Officer

Nov 2019 – Nov 2021

Bitpanda, Vienna

CMO and Management Board member at Bitpanda, one of Europe's fastest-growing regulated crypto platforms, during its FMA-supervised expansion across the EU.

- Built and owned the marketing compliance review process: all campaigns, promotional materials, and public communications cleared through Legal and Regulatory before publication, across 6 EU markets.
- Launched into 6 European markets. Rebranded and repositioned the company entirely.
- Grew revenue run rates 10x. Secured 3 funding rounds driving valuation above USD 4b.
- Tripled the marketing team to 50+. Overhauled the full marketing technology stack.
- Built content creation engine, scaled digital advertising, and introduced company-wide project management frameworks.
- Member of the Management Board.

Chief Marketing Officer

May 2012 – Dec 2019

TourRadar, Vienna / Brisbane / Toronto

CMO at TourRadar, a travel e-commerce marketplace connecting 3,500+ operators with travellers across 100+ countries. First marketing hire. Built the function from zero.

- Grew the company from 5 to over 280 employees across 3 cities.
- Managed an 8-figure annual marketing budget.
- Instrumental in securing 5 funding rounds including a USD 50M Series C led by TCV.
- Built and led a marketing team of 40 across Brisbane, Vienna, and Toronto.
- Handled brand, performance, content, PR, and investor relations in parallel.
- Recognised as Startup of the Year 2017 and 2018.

Early Career

2001 – 2016

Various, Vienna & International

Prior to TourRadar, a decade spanning product, marketing, and general management across digital, travel, and hospitality contexts — laying the foundations in operations, client management, and cross-cultural communication.

- Co-Founder & CEO, Spriends GmbH (2012–2016) — co-founded a sports community app on iOS and Android reaching 500 DAU in closed beta.
- Freelance Online Marketer, salt'n pepper crossmedia (2012–2013) — conceived and managed crossmedia digital marketing campaigns with a focus on tourism and sport.
- Senior Project Manager, seso media group (2011) — digital communications and project management.
- Net Communication Management, Salzburg (2009–2011) — digital project management and client services.
- Author, Österreichische Hotelierversammlung (2007–2008) — authored and led the industry study 'Future Hotel'; managed contributor and photo rights acquisition.
- Earlier roles in international hospitality operations at Angsana Resort Maldives, Banyan Tree Seychelles, and Aerie Resort Vancouver Island, building cross-cultural and operational foundations.

EDUCATION

Int. Business Management (B.Sc.)

Vienna University of Economics and Business Administration
2002 – 2008

Erasmus Exchange

Université Paris Dauphine
2007

High School Diploma

Brentwood College, Vancouver, BC
1996 – 2001

LANGUAGES & INTERESTS

LANGUAGES

German Native **English** Bilingual
French / Italian Conversational

INTERESTS

Crypto & Web3 · Agentic coding · Mountain biking · Ski touring · Hockey · Kitesurfing · Climbing