Philipp Vogler Schirmer.

CRM & REVOPS CONSULTING · TEAM LEAD

Your CRM should work for you, not the other way round.

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Gernsbach, Germany

AT A GLANCE

Current role
Team Lead Managed Services, Thorit GmbH (leadership, budget and revenue responsibility)

Experience
CRM consulting since 2022, previously e-commerce and online marketing

Focus
CRM transformation, migration and integration, revenue operations

Industries
Banking, energy, insurance, pharma and medical technology, automotive

Platforms
HubSpot, Salesforce, Microsoft Dynamics, Zoho, SAP (migration)

EDUCATION

08/2018 – 01/2021
Vocational training in e-commerce (Kaufmann im E-Commerce, IHK)
Delticom AG, Berufsbildende Schule Handel Hannover

07/2017 – 07/2018
Teacher training studies in biology and German
Leibniz University Hannover
(not completed)

04/2011 – 03/2014
State-certified registered nurse (state examination)
Wannseeschulen Berlin

2010
Abitur (German university entrance qualification)
Fichtenberg-Oberschule Berlin

Profile

I am a CRM and RevOps consultant with leadership responsibility. I have been working with HubSpot since 2022, along with migrations and integrations involving Salesforce, Microsoft Dynamics, Zoho and SAP. Many of my projects are in regulated industries: Swiss banking, energy, insurance, pharma and medical technology. Since 2026, I have been leading a team at Thorit GmbH with budget and revenue responsibility. Alongside this, I run my own consultancy, Schier-Mehr.

I started out in nursing, working in emergency care, anaesthesia and intensive care. E-commerce and CRM came next. That is why I know what work looks like on the other side of the system – which helps me especially in pharma and medical technology.

Experience

01/2026 – PRESENT
Team Lead Managed Services
Thorit GmbH, Sindelfingen

Leading the CRM consulting squad and the managed services team with budget and revenue responsibility; solution architecture on large-scale projects.

09/2023 – PRESENT
Owner (part-time)
Schier-Mehr, Gernsbach

CRM and RevOps consulting for small and medium-sized businesses, from potential analysis to implementation.

- Go-to-market strategies for new products
- Strategic workshops on ROI optimisation
- RevOps potential analyses aimed at breaking down data silos between departments
- Leading web design and online shop design projects in a partner network

02/2024 – 12/2025
HubSpot Specialist / Consultant / Growth Manager
BEE Digital Growth AG

CRM implementations with interdisciplinary teams, including in Swiss banking and the energy sector; internal data protection officer.

- Digital project manager for CRM implementation projects
- AI-driven outreach campaigns for new customer acquisition
- Lead generation campaigns for SaaS and employer branding
- Lead-to-client journeys for B2B and B2B2C
- Complex custom reporting

CERTIFICATIONS

HubSpot Academy
Solutions Partner · Implementation for Partners · Platform Consulting · Data Integrations · Salesforce Integration · Service Hub Software · Frictionless Sales · Email Marketing · SEO · HubSpot Trainer · AI Essentials for Partners · Breeze Essentials Partner Badge

AI & compliance
Anthropic – Building with the Claude API, Model Context Protocol, Agent Skills · EU AI Act Compliance Masterclass · GDPR essentials (DSGVO kompakt)

Other
Google Ads Search · Bloomreach Engagement Crash Course · Delivering Client Success

01/2023 – 01/2024

HubSpot Consultant

TRIALTA GmbH

HubSpot implementations, marketing automation and lead-to-client processes.

- Supporting change management within client organisations
- Lead-to-client processes based on existing business processes
- Segmentation and lead nurturing campaigns

05/2022 – 01/2023

HubSpot Marketer (Inbound Marketing)

Webs Germany GmbH

Inbound marketing, lead nurturing automation and HubSpot onboarding.

- Adapting inbound concepts to client needs
- Onboarding training for Marketing Hub, Sales Hub and Service Hub

02/2021 – 05/2022

Online Marketing Manager

Hamelinbrands, Gronau (Leine)

Building and managing a new e-commerce channel on Shopify.

07/2017 – 07/2018

Student Research Assistant

DZHW (German Centre for Higher Education Research and Science Studies), Hannover

Analysis of empirical survey data using Stata and Excel.

Previously: State-certified registered nurse in emergency care, anaesthesia and intensive care in Berlin and Hannover.

Sankt Gertrauden-Krankenhaus Berlin · Hannover Medical School (MHH)

Areas of expertise

CRM transformation & solution architecture
From gathering requirements in the discovery workshop and defining the target architecture to rolling the system out to the team.

Migration & integration
Moves from Salesforce, Microsoft Dynamics, Zoho and SAP, plus integrations with Business Central and Shopify.

Process analysis & BPMN 2.0
Documenting business processes, modelling them in BPMN and translating them cleanly into the CRM.

Revenue operations & automation
Lead-to-client processes, customer journeys and reporting across marketing, sales and service.

AI & agentic workflows
API and AI-based extensions for HubSpot, including agentic workflows with internal and external language models.

Regulated industries & data protection
I build data residency and compliance into the architecture from the start, drawing on my experience as an internal data protection officer.