



Dr Gesa Crockford
Chief Commercial Officer

Year of birth: 1974

Nationality: German

Dr Gesa Crockford has been Chief Commercial Officer of the Scout24 Group since April 2024 and is responsible for the sales organisation, customer service, customer relationship management and pricing. Since April 2022, she has also been Managing Director of Immobilien Scout GmbH. Prior to this, she had held various management positions in the company since 2016, including in the areas of Pricing, Product & Analytics and at the subsidiary FLOWFACT.

With a doctorate in business administration, she can look back on more than 20 years of experience in the design and transformation of business models, pricing and corporate strategy. As managing director of a marketing and strategy consultancy, she worked for ten years in particular for companies in the field of e-commerce and digital business. Before that, she developed pricing strategies, structures and processes for large, globally active companies in the logistics and chemical industries at Simon Kucher & Partners.