



**Dr Gesa Crockford**  
**Managing Director ImmoScout24**

Year of birth: 1974  
Nationality: German

Dr Gesa Crockford has been Managing Director of ImmoScout24 since April 2022 and has since been responsible for the sales organisation, customer service, customer relationship management and pricing. Previously, she had held various management positions in the company since 2016, including in the areas of Pricing, Product & Analytics and in 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.

Dr Gesa Crockford is a member of the Executive Leadership Team at Scout24.

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