

DENNIS WALTON

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PROFILE

Founder and operating leader with 16 years of experience building and transforming businesses across commerce, software, media and B2B. Combines strategic direction with hands-on delivery — from the first product and founding team to scalable operations and measurable commercial results.

WHAT I'VE BUILT

büene

2021–present

Founder & CEO · Berlin

Building a democratic media platform for music and culture. Lead vision, product, brand, partnerships, commercial strategy and creator relationships. Built the first platform and secured €50k in non-dilutive public funding.

Pets Deli

2016–2017

Co-Founder · D2C Operations & Growth · USA

Built a US direct-to-consumer food business: product, manufacturing, supply chain, logistics, brand, acquisition and subscriptions. Increased conversion 30% and reduced customer acquisition costs 15%.

AX Semantics

2013–2015

SaaS / NLP Transformation

Helped turn an SEO/content-services company into an NLP/SaaS business. Worked on organizational redesign, operating model, enterprise positioning and fundraising, including Otto Group and Zalando.

Zalando

2010–2012

Operations, Production Systems, Return Logistics & Business Development

Built the original in-house photo and video production operation behind what became Zuumeo: logistics, styling, production and post-production. Scaled output to ~400 SKUs/day at ~50% below external benchmark cost. Served on a five-person returns task force and identified unaccounted inventory worth several million euros.

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ADDITIONAL EXPERIENCE

AUTO1	Head of Operations, stealth-mode team
HERO Software	Enterprise Sales & US Expansion
Swisscom	B2B Product Management & White-Label
Project A	KPI-driven talent acquisition for portfolio companies
Berlin Angel BC	Start-up scouting & dealflow (e.g. Mika AI, Toern)
Point Rouge	Restructuring, ERP & operational controls
Zalando Lounge	Brand campaign management (Timberland)
Fieldstead	Personal Coach, international family office

CAPABILITIES

CROSS-FUNCTIONAL

Systems design · Strategy · Brand campaigns · Product management · Project management · GTM · Customer journey · Culture · KPI development

CORE SKILLS

Leadership · Pattern recognition · Intuition · First-principles thinking · Writing · Creativity · Coaching · Vision

EDUCATION

Durham University	2011
M.A. Medieval & Renaissance Studies (summa cum laude)	
Hillsdale College	2008
B.A. English Literature (cum laude)	
Johannes-Kepler-Gymnasium	2004
Abitur (1.6), salutatorian	
Distinctions · M.A. completed in 3.5 months · B.A. completed in 3.5 years · €1,000 award for social and academic achievement · Recommended by Hillsdale College to apply for a Rhodes Scholarship.	

WRITING & CULTURE

Rainbow Woman: The Architecture of a Life

Socratic dialogue and serialized literary project.

Home

Poem published at Ruffinihaus, Munich, May 2026.

Madness, Rent Cloaks, and Divided Kingdoms

M.A. thesis documenting an original discovery concerning the influence of the Old Testament on Shakespeare's King Lear.

INTERESTS

Yoga · Travelling · Nature · Surfing · Reading · Philosophy