



TIMO HAHN

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PROFILE

Process and AI professional with more than eight years of experience in shaping and steering complex business processes in finance and sales. As AI Ambassador in BMW Customer Support, I identify and assess use cases for AI agents, enable business teams and translate pain points into solution concepts. Experienced in taking business requirements into live software (from epic to go-live) and in preparing decision papers for senior management. Without a classic engineering background, I work AI-native and run my own agentic workflows in daily use (n8n, Claude Code, OpenClaw) with a focus on context engineering.

PROFESSIONAL EXPERIENCE

BMW AG, Munich

03/2023 – Present

Sales Manager Digital Aftersales (in-car feature upgrades / ConnectedDrive) & AI Ambassador

- AI Ambassador for my division in BMW's AI network, through which the central AI team steers AI adoption down to department level
- Identified, scoped and assessed three AI agent use cases in my area (implementation expected next year) and supported other departments with theirs: "Information Architect" (curates the department wiki with human-in-the-loop), "Campaign Analyzer" (proposes and evaluates campaigns using market context, sales figures and campaign KPIs) and "Market Expert" (recurring reporting)
- Delivered AI platform trainings for more than 200 participants at division level and facilitated a workshop to identify potential for AI agents
- Drove the delivery of a turnover planning tool from the business side via existing IT service providers and tenders: wrote the epic and user stories, reviewed Figma designs, ran user acceptance testing and orchestrated go-live
- Continuously improved target-setting and reporting processes for more than 25 markets, e.g. by automating monthly forecasts (Excel) and building market templates for target setting
- Steered cross-divisional collaboration with the markets, product, e-commerce platform and channels (e.g. app, in-car) to achieve sales targets

Sabbatical: Building with AI

12/2025 – 04/2026

5-month sabbatical within my BMW employment to learn and build with AI

- Real Estate Advisor (in productive use): n8n workflow evaluating investment properties on KPIs and location; being expanded into an AI agent covering the full investment funnel – from market monitoring, business case and location assessment, document review and broker meeting preparation to property management – and a commercial tax tool
- AI Briefing (in productive use): automated pipeline from newsletters and blogs via relevance scoring to a NotebookLM podcast, sent twice a week via Telegram; sub-agent limited to fixed tasks against prompt injection
- Personal AI agent (OpenClaw) on dedicated hardware with limited tool access: builds and curates my "second brain" and supports me with smaller tasks, e.g. monitoring my private calendar or brainstorming
- Built several mobile web apps with Claude Code on a sandboxed server

Personio GmbH, Munich**09/2021 – 02/2023***Manager Strategic Controlling*

- Conceptualised and implemented the financial model (e.g. headcount-driven cost positions) as part of the implementation team for Adaptive Insights (Workday)
- Further developed the company-wide financial planning process, from timeline and new planning assumptions to the final board materials
- Assessed the financial impact of strategic portfolio and growth scenarios and developed decision papers and recommendations for management

BMW AG, Munich**01/2018 – 08/2021***Specialist Controlling, Joint Venture China***03/2021 – 08/2021**

- Managed the transfer of the business case calculation into a browser-based tool via existing IT providers and tenders: epic, user stories, click dummy reviews, user acceptance testing and go-live
- Optimised the sourcing concept between BMW AG and the joint venture based on economic and strategic criteria

*Specialist Product Cost Controlling***01/2018 – 03/2021**

- Steered product costs of driver assistance and autonomous driving systems in pre-series development per vehicle project and process milestone
- Prepared decision papers based on business case calculations to optimise the product offering, taking customer data and benchmarks into account

Further Experience

BMW AG: Intern Controlling (Purchasing, Product Costs and Tooling)

03/2017 – 08/2017

ERS electronic GmbH: Controlling (internship, full-time, working student)

02/2014 – 11/2016

German Armed Forces: Mountain Infantry & Sniper

10/2008 – 08/2010**EDUCATION**

Ludwig-Maximilians-Universität (LMU), Munich**10/2015 – 02/2018***Master of Science in Business Administration (final grade: 2.1)***Hof University of Applied Sciences, Hof****10/2010 – 03/2015***Bachelor of Arts in Business Administration (final grade: 1.7)*

Focus: Marketing / Controlling

Columbia University, New York City, USA**08/2012 – 01/2013***Semester abroad, Bachelor level (grade: 1.4 $\triangleq$ GPA 3.582)***ADDITIONAL QUALIFICATIONS**

Languages

German

Native

English

Fluent, TOEFL iBT score: 107

AI & IT Skills**AI & automation**

Agentic workflows (n8n), prompt & context engineering

AI tools

Claude, ChatGPT, Claude Code, Copilot, OpenClaw, agentic browser

Business applications

Daily usage of Microsoft 365 & Copilot