

PEOPLE OF N26

## Georg Hauer

General Manager, DACH & Northern Europe



Georg is N26's General Manager of DACH and Northern Europe, and oversees the business in 15 markets: besides the home markets, Germany and Austria he's also responsible for new growth markets, such as Ireland, Poland, the Nordics and Slovakia. Additionally, he oversees N26's Vienna TechHub, growing the capabilities of the development teams there to support and drive further innovation across the N26 business.

With deep experience in scaling global challenger brands, Georg joined N26 in March 2018 as the General Manager of Austria. Over the past years he held several positions, incl. N26's Global Head of CRM and Product Marketing as well as Global Director of PR, before taking over the leadership over home markets Germany and Austria in early 2019, and subsequently the Northern Europe cluster in 2020.

Prior to N26, he was a General Manager at Uber, and a management consultant at the Boston Consulting Group with a focus on technology and digitalization.

Georg holds an MBA from the Kellogg School of Management in Chicago, and a degree from the Vienna University of Economics and Business.

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