

Matthias Georg Siwy.

COO & Builder • Operations × AI

Simplonstraße 17, 10245 Berlin +49 176 6248 9470 matthias@nocodeapes.com
matthiassiwy.com linkedin.com/in/matthias-siwy



Operations leader with more than ten years of experience building and scaling operational organisations – from rolling out an all-electric car-sharing fleet to 1,500 electric vehicles to building the operational foundation of a newly founded D2C company. Since 2022 my focus has been AI- and no-code-driven automation: as COO on the delivery side, and as founder of the **nocode collective club** community (700+ members) on the enablement side – getting teams to build automation themselves.

AI enablement

No-code automation

Process design & SOPs

Team building & leadership

Operational excellence

KPI & OKR governance

Change & adoption

AI-assisted operations

EXPERIENCE

05/2025 – present

Chief Operating Officer (authorised signatory)

MLC-direct GmbH · Berlin

- Full ownership of the operational backbone: logistics, fulfilment, production and customer service.
- Built out the process and systems landscape with a focus on AI- and no-code-driven automation.
- Managed operational service providers with KPI tracking and SLA compliance; built and led a growing operations and customer care team.
- Contributed to company-level strategy: culture, OKRs, AI, organisational design.

10/2024 – 04/2025

Operations Lead

MLC-direct GmbH · Berlin

- Built the core operational infrastructure of a newly founded D2C company within the Merz Lifecare ecosystem.
- Established internal SOPs and a Notion-based process wiki, plus no-code and AI enablement for the team.
- Introduced customer care processes and Zendesk ticketing; set up fulfilment and warehousing infrastructure including provider selection.

11/2022 – present

Founder & Community Builder

nocode collective club (formerly nocodeapes) · Berlin

- Built and lead a community of 700+ no-code and AI practitioners with workshops, events and knowledge transfer.
- Previously founded nocodeapes – an agency for no-code and AI solutions; delivered 30+ projects for SMEs and corporates.
- Advised companies on digital transformation and process mining, and built bespoke no-code applications.
- Established a partner network for hands-on knowledge transfer in no-code and AI.

07/2021 – 10/2022

Head of Operations

aboDeinauto GmbH · Berlin

- Owned fleet management, customer service and logistics; built the used-car subscription model including registration, insurance and service processes.
- Introduced automation across fleet and inventory management, cutting manual effort and error rates.
- Developed a real-time KPI monitoring system; scaled the team and introduced OKRs.

02/2021 – 06/2021	Head of Fleet twist mobility GmbH · Stuttgart ■ Strategic and operational fleet ownership with a focus on process automation and efficiency. ■ Introduced no-code tooling to automate dispatch, maintenance planning and fleet control; built real-time KPI dashboards.
03/2019 – 01/2021	Fleet Operator Urban Mobility International GmbH WeShare · Berlin ■ Scaled the all-electric car-sharing fleet from 0 to 1,500 vehicles in Berlin. ■ Managed subcontractors with 120+ field staff in 24/7 operations; introduced automated charging and dispatch algorithms.
11/2018 – 02/2019	Manager Transport Operations Sonoma Internet GmbH Amorelie.de · Berlin ■ Ran the logistics chain end to end; cut annual freight costs by 20% through tendering; supported the migration of the fulfilment warehouse from DHL to Fiege.
01/2017 – 10/2018	Area Manager West LieferFactory GmbH Liefery · Berlin / Ruhr / Rhineland ■ Opened and ran the same-day sites in Gelsenkirchen and Dormagen; led 2 site managers, 6 freight clerks, 10 warehouse staff and 30 drivers.
04/2016 – 12/2016	Team Lead Dispatch, DACH, Poland & Benelux Rhenus Retrans GmbH & Co. KG · Duisburg ■ Led a team of 5 dispatchers; centralised bulk-goods logistics and cut transport costs by 35% through consolidation.
01/2015 – 03/2016	Dispatcher, Germany Van Eupen Logistik GmbH & Co. KG ■ Ran end-to-end logistics for a major beverage-industry client; built and led a new team of 30 Polish drivers.
01/2013 – 12/2014	Dispatcher, Automotive & Beverage Duvenbeck GmbH & Co. Spedition KG · various sites ■ Supported the launch of several European branches; ran just-in-time and just-in-sequence logistics for automotive and beverage clients.

EDUCATION

08/2010 – 12/2012	Vocational degree, Freight Forwarding & Logistics Services Duvenbeck GmbH & Co. Spedition KG · Bochum
2007 – 2010	Fachhochschulreife (university of applied sciences entrance qualification) Kaufmännische Schule 2 · Bochum
2001 – 2007	Fachoberschulreife (secondary school leaving certificate) Pestalozzi-Realschule · Bochum

SKILLS

AI & Automation	Generative AI, LLMs, Prompt Engineering, Vibecoding, AI Agents, RAG, AI Workflow Design, No-Code/Low-Code Automation, AI-assisted Data Analysis, Process Automation & Optimization
Systems	Notion, Zendesk, Jira, Confluence, Asana, Trello, Zoho CRM & Desk, Microsoft Office / G Suite, ERP and fulfilment systems (PlentyOne, Everstox)
Languages	German (native) · English (fluent, business level) · Polish (good working knowledge)
Other	Driving licence class B