

## Curriculum Vitae



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**Personal data**

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Name	Mathias Kossmann
Address	Friederike-Fliedner-Weg 4 40489 Düsseldorf
Telephone	+49 151 40508363
E-Mail	kman@lauschbar.de
Date of birth	26.04.1973
Nationality	German
Civil status	married, 1 child

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**School and education**

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1993-2002	Linguistics, German and Sociology studies at Heinrich-Heine-University Düsseldorf, Master's degree
1992-1993	Alternative civilian service, DRK Einsatzleitzentrale, Düsseldorf
1984-1992	Suitbertus grammar school, Düsseldorf/Kaiserswerth, A-levels

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**Languages**

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Sprachkenntnisse	German, English (business fluent)
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## Career

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since 04/2014

**Business Development Director,**  
**anyMOTION Graphics GmbH, Düsseldorf**  
 (agency for digital communication solutions)

- Key Account unit Director for the key online accounts of the agency (e.g. PSA/Peugeot Mobility, Weber-Stephen Grills Central Europe, Weight Watchers, RCI Banque)
- Responsible for management of strategic and operational Marketing and Customer Relationship activities
- Development of Product and sales strategy for anyMOTION owned product „anySALES-APP“ and „anyMASTERREPORT“ (sales.anymotion.de, www.masterreport.de)
- Planning, budgeting, delivery and commercial responsibility for online projects (about 1.8 Mio Euro annual turnover)
- Acquisition of prospects and projects / business development
- Conceptional, creative and technical development of Mobility-Rent Portal of Peugeot MU (Mobility) and related mobile apps on behalf of PSA Peugeot Citroen Group France (fr-mu-by.peugeot.com)
- Content and technical maintenance/enhancement of corporate websites of Weber-Stephen Central Europe (www.weber.com)
- Technical development, content and functional maintenance of eCommerce reservation platforms of Weber-Stephen Grill Academies for DACH region (www.grillacademy.com)

12/2013 – 03/2014

**Senior International Digital Consultant,**  
**Bauer Media Group KG, Hamburg**  
 (international Media and publishing company)

- Management consultant for international online marketing strategies and concepts
- Conception of digital marketing measures for the digital objects of Bauer publishing identifying alternative revenue streams

- Conception and execution of object specific digital marketing strategies
- Relaunch conception of website of French Women magazine Maxi ([www.maxi-mag.fr](http://www.maxi-mag.fr))

11/2012 – 11/2013

**Director Product Management eCommerce – Member of the Management Board, Omniga GmbH & Co. KG**, Regensburg (holding company for production, operation, maintenance and marketing of eCommerce and Social Media platforms)

- Division Director Product Development eCommerce and digital platforms
- Functional installation of Product Management Department
- Conception and Development of an eCommerce platform for natural cosmetics ([www.najoba.de](http://www.najoba.de)) and implementation of successful market entry (market positioning/branding, performance marketing strategy and corresponding measures)
- Conception and realisation of functional, visual and content related relaunch of online video recorder platform ([www.save.tv](http://www.save.tv))

04/2011 – 10/2012

**Director Business Development – Member of the Management Board, conVISUAL AG**, Oberhausen (Mobile marketing agency)

- Division Director Key-Account Management / Business Development
- Planning, budgeting, delivery and commercial responsibility for Mobile Marketing projects and accounts (about 2.1 Mio Euro annual turnover)
- Successful acquisition and management of new Key-Accounts in the area of mobile websites, apps and mobile advertising (e.g. Bosch Professional, Telekom, Targobank, Hermes)
- Successful change management of division Digital / Mobile Marketing

12/2007 – 03/2011

**Account Director, Saatchi&Saatchi,**  
Düsseldorf (international, holistic network  
advertising agency)

- Account unit Director of Toyota online account team (both Germany and Europe)
- Planning, delivery and commercial responsibility for online and multichannel projects, (about 1.7 Mio Euro annual turnover)
- Acquisition of prospects and projects / business development
- Implementation of pan-European digital marketing campaigns
- Creation and development of innovative, complex Microsites (e.g. Auris Hybrid “Die sauberste Probefahrt der Welt”)
- Initial launch of mobile channel and Social Media representations (Facebook, YouTube) for Toyota Germany
- Management of cooperation with Saatchi&Saatchi U.K. for Toyota Germany/Europe

04/2003 – 11/2007

**Senior Consultant Business Development,**  
**clicktivities,** Düsseldorf (digital agency)

- Acquisition of customers and projects / business development
- Conception of sales and marketing strategies
- Conception and presentation of initial drafts for online projects and holistic marketing campaigns
- Successful acquisition of prospects and projects (e.g. Deutsche Telekom, Die Zeit, Lanxess, Mercedes Benz Trucks)

01/2000 – 03/2003

**Software Engineer und IT-Consultant,**  
**clicktivities,** Düsseldorf (digital agency)

- Programming of websites and web based applications (e.g. Marketing extranet platform "comin" for Mercedes Benz)
- Programming languages: HTML, Javascript/AJAX, CSS, PHP, Cold Fusion, Java, SQL
- UML, technical conception
- Technical project lead
- Technical account executive

1997-2000

**Freelancer EDP department, OK-Service,**  
Düsseldorf (Call-Center, advertising agency)

- Maintenance and development of websites (HTML, PHP, JavaScript)
- Development of database systems (SQL, Microsoft Access)

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### **Skills**

Key activities

- Management of consultant and production teams
- Project- and customer acquisition/business development
- Conception, presentation, consultancy and management of digital projects
- International project management
- Agile project management expertise (Scrum/Product Owner)
- Analysis of digital communication trends and innovative web technologies
- Online brand management
- Conception of online marketing strategies
- Development of strategies for market entry and marketing for digital platforms

Scope

- Digital brand management
- Online Marketing
- Mobile Marketing
- Performance Marketing
- Digital CRM
- Social Media
- eCommerce
- Web Analytics
- Content Management
- Integrated Campaigning

## Tools project mangement

- Basecamp
- Jira
- Mantis
- Confluence
- MS Sharepoint
- MS Project
- MS Office
- Keynote

## Tools conception

- Balsamiq
- Justinmind
- Omnigraffle
- Blueprint

## Tools Web-/Shop-Analytics

- Google Analytics
- Webtrends
- Econda
- Piwik
- Flurry

## CMS software

- SDL Tridion
- Dynamic Web
- Typo3
- Drupal
- Pimcore
- eZ Systems
- Wordpress

## eCommerce software

- Shopware
- Magento
- OXID
- Demandware

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**Additional Qualifications**

- ABC der digitalen Kommunikation  
„Organisieren und interagieren“ (Publicis Academy, Prof. Dr. Thomas Schildhauer)
- Leitwolf-Mitarbeiterführungsprogramm  
(Publicis Academy, Stefan Homeister)
- Professional Scrum Product Owner  
(scrum.org, Uta Kapp, Jean Pierre Berchez)

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## Awards

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- Best of Branded Content Marketing 2015  
(Weber Frühlingsstart)
- DMMA OnlineStar, Bronze 2013  
(Bosch Professional Toolbox App)
- Best of Mobile, Brand Communication 2013  
(Bosch Professional Toolbox App)
- DMMA OnlineStar Shortlist 2010  
(Toyota Auris Hybrid – die sauberste  
Probefahrt der Welt)
- FWA, Site of the day 2010  
(Toyota Auris Hybrid – die sauberste  
Probefahrt der Welt)
- OTTOCAR 2007  
(Mercedes Benz Nutzfahrzeuge IAA  
Webspecial)

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## Project references

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For project references please also visit my  
website:

<http://www.mathias-kossmann.de>

