



Curriculum Vitae

Professional Experience

Present www.paulmiedl.de | Freelancer · Digital Manager & Consultant

- Consultant digital products & services: new business development, project- and product mgmt.: strategic partnerships implemented, revenue increasing measures executed
- Launched and scaled digital B2C products (incl. value-added-service subscriptions)
- Consulting brand development, strategy/concept experiential marketing (gaming/new-pop-culture)
- CRM system implemented, including marketing automation and lead funnel management for B2B
- Web development & design, online marketing measures planned and realized

Present **Bee Digital, Co-Founder**

- Co-founded a digital agency & management consultancy with focus on social- innovations and projects „digital transformation with purpose“ (bee-digital.io | beethechange.de | beeshopping.de)
- Areas of activity: web design & development, digital marketing, new digital business models and technologies (Blockchain, IoT, Metaverse/Web3, NFTs)
- Scaled Amazon FBA seller (product import, brand/product development) incl. affiliate marketing

Feb 2017 - Sep 2018 **Vi-Tools, Co-Founder, Director Digital, Marketing & Brand**

- Produced and distributed visualization tools to support agile working methods
- Implemented all relevant business processes and IT systems (ERP, CRM, CMS, Mailing, Social Media, Analytics) under the use of agile working methods (e.g. Scrum, OKR Lean Startup)
- Set-up and optimized a European logistic and supply chain, implemented independent sales channels: amazon, web shop and key account direct sales →500+ customers

Feb 2016 - Feb 2018 **FMG Airport Munich Holding Group, Senior Referent Product Management Digital**

Incl. parental leave

- Developed and executed a digital transformation strategy along the entire value chain of an airport with 40 million passengers p.a.
- Managed the strategic digital product roadmap across all channels and industries (travel, retail, gastronomy) - project lead for maps/indoor navigation - Web/App development, WiFi strategy
- Supported a Big Data BI strategy across all data-collection points, e.g. social login analysis

Oct 2015 - Nov 2016 **ComVisor GmbH, Consultant Digital Transformation, Marketing Expert**

- External consultant, concepted and launched a new multilingual corporate website for an international IT company from scratch based on WordPress
- Designed digital marketing material (corporate video, newsletter) and managed SEO/SEA activities

Apr 2015 - Oct 2015 *Sabbatical | round-the-world trip*

Jun 2014 - Apr 2015 **Telefónica Deutschland Holding AG, Offer/Product Manager, Value Added Service**

- Responsible for the growing business segment of gaming in the value-added-service division which included gaming, video-on-demand, music streaming, cloud and security
- Managed end-to-end the mass market product EA Games Flat. Optimized the customer communication and P&L profitability →Outperformed sales target by +120% (xM€)
- Led international business model negotiations with 3rd parties e.g. EA, Sony, Microsoft
- Built and presented a global gaming strategy for international top management
- Launched a new hardware category (gaming controller) across all points of sale

Oct 2013 - Jun 2014 **Telefónica Digital, New Business Development Manager**

- Launched and commercialized a new innovative Digital Signage product “Promotion Pad” for B2B/SME customers based on the Internet of Things (IoT), Machine-to-Machine (M2M) and Big Data technology with own hardware manufacturing. - Responsible for the App & CMS product development to support worldwide digital content play-out via mobile network →Generated new revenues over xxxK€ in 6 months
- Developed a global Smart Home go-to-market strategy for the management board
- Selected and mentored startups for Telefónica`s venture capital accelerator “Wayra”





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- Dec 2011 - Oct 2013 **Telefónica o2 Germany GmbH, Innovation Manager**
- Launched two open innovation B2C platforms “o2 Ideaportal + Idealab” (→xxxK user, 3K ideas, 100 implemented internal projects), which generated a lot of positive press coverage and led the o2 brand to WirtschaftsWoche award “Digital Brand Champion 2012” | Led a cross functional team incl. C-Level report
 - Launched an eCommerce shop “Kleines Lob” for national- wide employee rewarding.
→Used by 95% of executives
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- May 2013 - Dec 2016 **BYD UG, Co-Founder & CEO**
Part-Time Entrepreneur
- Co-founded and launched a new communication service (iOS/Android App) based on YouTube
 - Recruited a team of Ernst & Young, Google/Twitter, Salesforce, o2 professionals
 - Convinced an international software company to support app development for a company share of 25%
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- Aug 2007 - Dec 2011 **Telefónica o2 Germany GmbH, Specialist Idea Management**
- Responsible for the national idea management program “smart idea”. Evaluated innovative products, services and business models. Developed and executed internal idea campaigns. →Managed xxK employee ideas, realized xxM€ cost savings through more then 500 realized ideas and projects
 - Led negotiations with 3rd parties for technical adjustments
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- Jan 2007 - Aug 2007 **Telefónica o2 Germany GmbH, Junior Project Manager, Process Management**
- Supported the launch of a central corporate process management tool (ARIS IDS Scheer)
 - Recorded core processes across all departments and modelled these into the process management tool

Education

- Mar 2011 - Aug 2014 FOM University for Economics and Management, *Munich*
Bachelor of Business Administration (B.A.) - Sponsored alongside professional
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- Sep 2004 - Jan 2007 Trainee, Office Administration, *Munich*
2,5 years sponsored program, 10 x 3 month internships in different corporate segments

Additional Informations

Languages: German (Native), English (Fluent), Spanish and Russian (Basic knowledge)
Awards: Winner Telefónica international company award 2010 “Bravo Award” (presented by CEO)
Interests: Travelling (visited 37 countries), Entrepreneurship, Electronic Gadgets, Sport (Soccer & Football), Cooking



Track-Record: Projects

**(New) Business Development | Project- & Product Management „Gaming“ (2019-2022)**

Implemented strategic partnerships, launched and scaled digital products, executed revenue increasing marketing activities, incl. reporting & product in-life management.

Link: <https://www.o2online.de/extras/gaming/>

Consulting: Strategy brand development (2021-2022)

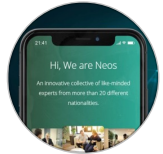
Brand transformation, new pop culture / gaming: experiential marketing strategy

Links: <https://www.bmw.com/de/events/esports-hub.html> | <https://www.mini.com/Pokemon>

**Web Development & Design, Online Marketing, Project Management (2018-2022)**

Project lead website (re)launch: analysis - conception - realization, online marketing measures (social media, SEA, SEO), analytics/tracking, design digital advertising materials

Links: <https://neosit.com> | <https://digitalschmiede.vinci-energies.de/> | <https://smart-village.com/> | <https://mysteryminds.com/> | <https://steuerberatung-jb.de/>

**„Vi-Tools - be agile“ Startup/Entrepreneurship | Director Digital (2017)**

Co-Founded company, responsible for web design and development, digital marketing, brand management and process automation

Links: <https://vi-tools.com> | <https://amazon.de/vi-tools>

**„Airport Navigation“ Product Management | App Development (2016)**

Conception and launch of an indoor digital maps airport navigation service with more than 1.000 point of interests (POIs), location-based service, KPI: →xxxK user

Link: <https://www.munich-airport.de/lageplan> Link II: <https://goo.gl/qVWxhE>

„Promotion Pad“ Digital Signage | New Business Development (2013)

Successful market entry, lead CMS and App Development (Android) for advertising play-outs over the air in combination with Big Data analytics. →xxxK revenue in 6 month

Link: <http://bit.ly/36VFESO>

**„Idealab“ Market Research Digitization | Open Innovation (2011)**

Successful conception and launch (project lead) of an online market research service for Telefonica O₂, →Set-up lead user group, think tank, 30 project initializations

„Idea-Portal“ Open Innovation (2010)

Successful conception, development and launch (project lead) of an open innovation B2C portal. →xxxK user, 3K ideas, 8K comments, 20K votes, >100 implemented projects, WiWo award “Digital Brand Champion”

Link: <https://bit.ly/36SJWdu>

