



Curriculum Vitae

Professional Experience

Present

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

- Digital Products & Services Consultant - Gaming: Strategy, New Business Development, PM Strategic partnerships negotiated, Revenue increasing measures executed
- Launched and scaled an e-commerce store for digital B2C products
- Developed and executed performance marketing program for value-added service subscriptions
- 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)
- Areas of activity : digital product development, digital marketing and digital business models
- Launched a MVP smart gift finder (beeshopping.de) in combination with an affiliate network integration, Amazon FBA seller (product import, brand/product development)

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

Incl. parental leave

FMG Airport Munich Holding Group, Senior Referent Product Management Digital

- 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, conceived and launched a new multilingual corporate website for a 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”





Curriculum Vitae

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 of >10 people incl. C-Level report
- Launched an eCommerce shop “Kleines Lob” for national- wide employee rewarding.
→Used by 95% of executives

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%

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

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

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

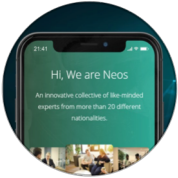


Track-Record: Projects

„Nintendo eShop" Product Management I Business Development (2018)

External project lead: Implementation of a sales cooperation with Nintendo games, launched download portal, implemented sales & marketing strategy

Link: <https://www.o2online.de/entertainment/portal/nintendo>



„Neos IT" Project Management I Web Design & Development I Online Marketing (2018)

External project lead website relaunch: Analysis - Conception - Realization, SEO measures, analytics/tracking, SEA campaigns, Creative Director photo and video

Link: <https://neosit.com/>

„Vi-Tools - be agile" Startup/Entrepreneurship I Director Digital (2017)

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

Link: <https://www.amazon.de/vi-tools>



„Airport Navigation" Product Management I 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>

„Buzzyourday" Startup/Entrepreneurship I App Development (2014)

Co-Founded company, App Development, successful market entry

Link: <https://play.google.com/store/apps/details?id=eu.toasternet.buzzyourday&hl=de>



„Promotion Pad" Digital Signage I 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 I 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>

