



Curriculum Vitae

Professional Experience

Present www.paulmiedl.de | **Freelancer • Interim Management & Consulting**

Present **Bee Digital, Co-Founder**

- Co-founded a digital transformation consultancy with strong focus on generating a positive impact on society. „Digital Transformation with purpose“
- Areas of activity : digital product development, digital marketing and digital business models
- MVP projects: Amazon FBA seller (product import, brand/product development), launched a smart gift finder (beeshopping.de) in combination with an affiliate network integration

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 development methods (e.g. Scrum, Lean Startup Development) and collaborative working tools
- 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 a international IT company from scratch based on WordPress accompanied with a CI rebranding and a social media strategy. → Improved all website KPIs by more than 20%
- 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 the 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 in cooperation with AT&T for int. C-Level
- Selected and mentored startups - supported the German launch of 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

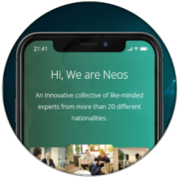


Track-Record: Projects

„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.o2.de/goto/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://navigation.munich-airport.de/> 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: <https://goo.gl/YeqNb1>

„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

Link: <https://goo.gl/qzWvS3>



„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://goo.gl/6PCYwY> Link II: <https://goo.gl/1F4sGP>