



## PROFILE

### OLIVER HOFMANN

CEO & Founder, xmpublishing UG (haftungsbeschränkt)

Date of Birth: May 14<sup>th</sup>, 1975  
Address: Obere Stadt 1, D-82362 Weilheim i.OB / Germany  
Phone: +49-(0)173-3546735  
E-Mail: oliver.hofmann@xmpublishing.com

#### EXPERTISE

Multi Project Management, Marketing Automation & Process Optimization, Marketing & Product Concepts, Marketing Automation, Digital Strategies & business modelling, Transformation Processes & Change Management, Lead & Opportunity Management, E-Mail Marketing & Listbroking, Business Development, CRM, NLP – Neuro Linguistic Programming, systemic transformation & coaching, Affiliate Marketing, E-Commerce, Performance Marketing

#### CURRENT POSITIONS & SERVICES

Interim management, change management, consultancy, project management, training & coaching

#### ME IN YOUR COMPANY

CRM, Online Marketing, Marketing, E-Commerce, Think Tank, Crossfunctional, Transformation

#### MARKET EXPERIENCES

Software as a service provider, internet-startups, telecommunication, travel, energy, FMCG, textile industry, publishing companies, agencies, consultancy, portals & apps, trade fair, TIC (testing, inspection, certification)

#### STRENGTH & MINDSET

Holistic and entrepreneurial mindset, doer, lateral thinker, autodidact, unconventional idea creation, emotional intelligence, integrity and loyalty, solution-oriented, output-driven, team player at eye level, bounce-back ability, endurance.

#### LEADERSHIP EXPERIENCE

Disciplinary managerial responsibility up to 10 employees and 10+ years project leadership for team size 10+.

## PROFILE

### OLIVER HOFMANN

#### PROFESSIONAL PROFILE

---

##### **Consultant and Interim Manager Digital Marketing + Agency for Lead Generation**

since 2010/10

**xmpublishing UG (haftungsbeschränkt), Weilheim i. OB (Germany)**

- Marketing Automation / CRM, E-Mail / Newsletter Marketing & Brokerage
- Digital strategies & Business modelling
- Transformation & Change-Management
- Coaching
- Campaign management
- Optimization und monetization of online reach / media inventory
- Lead generation & sweepstake marketing
- EU GDPR
- Trainings

##### **International Rollout Manager CMS (Interim Manager)**

since 09/2021

**DEKRA SE, Stuttgart (DE)**

- Planning and managing CMS implementation projects (FirstSpirit) and related activities based on the overall website implementation an content migration approach
- Planning and managing deliverables, resources, and monitoring project progress with local project managers and the global team
- Preparing, conducting, and following up on rollout meetings (e.g., onboarding local teams, country-specific FitGap workshops)
- Ensuring technical project requirements (e.g. domain, certificates, server, user settings, redirects) and ensuring GoLive

##### **Interim Marketing Manager Technical Operations / GDPR (Interim Manager)**

01/2021 – 12/2021

**CoreMedia GmbH, Hamburg (Germany)**

- Analysis, development and implementation of recommended courses of action in terms of data privacy within and outside EU (GDPR, law against unfair competition)
- Optimizing marketing database strategy, business data gap analysis, customer acquisition strategy und enhancement data quality
- Enhancement of lead management und campaign processes (Hubspot, Salesforce...)
- Safeguarding end-to-end marketing tech stack
- Reports, analysis, presentations
- Defining KPIs and implementation of reports

## PROFILE

### OLIVER HOFMANN

**Project Leader / Product Owner: Digital Marketing (Interim Manager)**  
**AVANTGARDE - Gesellschaft für Kommunikation mbH, Munich (Germany)**

10/2020 – 03/2021

- **Key Account: BSH Hausgeräte GmbH**  
Project lead/PO: Production of online live video conferencing events in BSH popup store presenting latest products. Engaging live with top influencers via a video conferencing platform to present products and demonstrating cooking live events.
- **Key Account: Philip Morris Austria**  
Project lead/PO: Conception and market launch of an innovative digital agent (touchscreen terminal) at point of sales in Austria to reach prospects and customers directly. Providing self-service information including a live videoconferencing solution. Project lead (Key Account, Marketing, IT) for developing this market maturity solution.
- **Key Account: Philip Morris Germany**  
Project lead/PO: Developing and maintaining operating an inhouse web project for Philip Morris. Conception and coordination of client requirements, testing, technical PO.

**Enterprise CMS, Marketing Automation, CPO Support, Campagin & Workflow Management (Interim Manager)**  
**Messe München GmbH, Munich (Germany)**

08/2018 – 07/2020

- Chief Product Owner (CPO) support to develop and manage new demands regarding Content Management System First Spirit.
- Demand management for media asset management Canto Cumulus and ImageFactory linked with First Spirit.
- Analysis opt-in generation process through all trade fair websites owned or associated with Messe München with regard to GDPR and act against unfair competition laws.
- Consulting: Data management and data clearing

**Project Leader EU General Data Protection Regulation (Opt-in) / Consultant campaign management (Interim Manager)**  
**E.ON Energie Deutschland GmbH, Munich (Germany)**

11/2017 – 07/2018

- Project leader: development and rollout of a legal compliant and sales-oriented opt-in guidelines & solutions according to EU General Data Protection Regulation (EU DSGVO).
- Development of campaigns and workflows to increase opt-in conversion rates.
- Consultancy for campaign management implementation
- Guidance for more professional newsletter marketing & lead generation

## PROFILE

### OLIVER HOFMANN

**PO Competence Center / PM CRM im Personenverkehr (Interim Manager)** 06/2016 – 10/2017  
**DB Vertrieb GmbH, Frankfurt (Germany)**

- Product Owner (PO) Competence Center CRM for Public Transport division - through DB Vertrieb + DB Fernverkehr. Implementation, realization and safeguarding goals for an overall and consistent sales communication. Optimizing and improvement in efficiency of CRM activities across business units.
- Product manager (PM) for CRM department of DB Vertrieb. Implementation of a campaign planning across business entities.
- Stakeholder management, presentations and workshops up to senior management level
- Change Management: harmonization of processes throughout various business units within DB AG

**Change Manager & Project Leader CRM (Interim Manager)** 06/2016 – Q3/2017  
**Sparwelt.de, Berlin (Germany)**

- Change Management: Responsible for transformation process across all departments and management levels regarding multi-channel campaign management & sales strategy. Analysis and implementation of a holistic campaign process (Jira).
- Consultancy to scale existing business (verticals, internal and external ad inventory and reach: online, mobile, app, social, e-mail, data, SEO).
- Project lead: Development of multi-channel campaign products and bundles in order to reposition the previous company market standing, Conception and producing annual sales brochure (print/online) presented on dmexco trade fair: Managing internal and external resources.
- CRM / newsletter marketing: developing new newsletter concept (template, cta optimized modules, pricing). Developing, executing and coaching sales-strategy to monetize newsletter database including workshops and media sale-skit. Analysis, segmentation, optimization of email database.
- Campaigns: Concepts, evaluation and put into operation of online- & lead campaigns (Sales, Leads, SEO).
- Lead generation: conception, evaluation implementation of lead generation activities & strategies. Developing lead monitoring & 360 lead analysis (channels, activities, CLV, monetization, scoring...). Optimizing data strategy (nurturing, coaching lead generation business models...).

**Chief Marketing Officer (Interim Manager)** 2015/08 – 2015/11  
**Goalgetter.tv AG, Berlin (Germany)**

- Developing company & market entry strategy
- Developing product diversification strategies
- Cooperation management: cold calls of brands, agencies, portals and apps
- Creating pitch and sales presentations
- Defining KPI and tracking parameters for app and web
- Selecting tracking solution partner and publisher networks for app installs

## PROFILE

### OLIVER HOFMANN

**Project leader (Project Manager & Consultant)**  
**M-net GmbH, Munich (Germany)**

2013/01 – 2015/07

#### **eDialog / CRM**

- Integrated concept for multichannel lead and prospect management, requirements engineering
- Project lead & management for CRM/Multichannel project: conception, Requirements Engineering, business case planning, project planning, technical specifications for CRM & DWH-requirements engineering, rollout and testing of all increments, budget planning & control, resource planning
- Presentations and workshops for stakeholders and management
- Project lead & management: eDialog: conception, planning and implementation of CRM/dialog campaigns (lead generation, customer loyalty & retention, upselling) → email, print, call-center, POS
- Tendering and award procedures of new lead agency, CMS agency, email marketing & marketing automation service provider
- Managing external service providers: programming projects, email marketing and automation, SEO, CRM-system, ecommerce
- Developing guidelines and training departments in matters of opt-in handling and management across all channels

#### **SEO**

- Project lead & management: conception, executing and maintaining a SEO and local lead generation project for 500+ cities. Enhancing visibility of M-net and local sales partners vs. competition.

#### **Social Media**

- Analysis and recommendations for action (Shift from bashing towards a communication platform)
- Developing overall social media strategy and actions
- Social media guidelines
- Selecting service provider for social media toolbox

#### **E-Commerce**

- Sub-project lead of portal and shop relaunches (classic project management & within agile Scrum environment). Optimizing related processes incl. requirements engineering
- Conception and execution of CTA and product presentation optimization to increase online sales
- Optimizing UX and order process to increase conversion and upselling opportunities

#### **Referral Marketing**

- Tendering and award procedures, business case planning, implementation and rollout referral marketing program for M-net incl. multi-channel approach
- Developing and optimizing referral marketing program (processes, offers, touch points...)

## PROFILE

### OLIVER HOFMANN

#### Director Media Buying

2010/04 – 2010/09

**Clash Media GmbH**, Munich (Germany)

- Media buying
- Increasing media reach and leads
- KPI monitoring and optimizing, optimizing purchase conditions by 50%
- Increase in efficiency through standardizing communication processes
- Lead technology enhancements: Increase address quality, decrease complaint rate.

#### Head of Sales

2009/11 – 2010/03

**SC Media Group GmbH**, Munich (Germany)

- Customer acquisition (social media & monitoring)
- Consulting, conception and executing social media activities
- Social media monitoring & analysis

#### Head of Lead Management

2009/04 – 2009/10

**display performance GmbH**, Munich (Germany)

- Successful premium lead generation such as private health insurance and investment funds
- Planning of a self-booking engine for special image-text online advertising formats
- Customer acquisition for display advertising und DRTV

#### Project Leader Online Sites P.M. and Eltern

2008/10 – 2009/03

**G+J Women New Media GmbH**, Munich (Germany)

- Successful product development, marketing planning and market entry of a new online paid service of P.M. magazine (white-label, multilanguage). Project cost reduction by 20%. Budget responsibility.
- Leadership project team (7) for P.M.
- SEO for eltern.de

#### Marketing Manager

2006/06 – 2008/10

**Burda Direct interactive GmbH**, Offenburg (Germany)

#### Marketing Manager (Lead Management) (2007/10 – 2008/10)

- Planning and marketing a new online-lead generation SaaS solution.
- Lead generation and qualification for Burda Direct, brands and communities.
- Joint-venture startup bestformove.de: Developing business idea, business plan and deal making.

#### Marketing Manager (eBusiness) & ass. Head of eBusiness (2006/06 – 2007/09)

- Conception and business planning for social commerce portals. Developing low-risk investment strategies (Gottschalks Welt...).
- Successful customer acquisition and cooperation partner.

## PROFILE

### OLIVER HOFMANN

- Online marketing sales activities to push cooperation for Burda Direct magazine online shop.
- Successful market launch of a new multi-client shop system and sales strategy for key account management.

**Product Manager (Print & Online) / Project Leader Extranet**  
**Hugo Boss AG, Metzingen (Germany)**

2002/03 – 2006/05

- Optimizing worldwide information supply via online extranet and print products.
- Project leader: production of selected print material for Hugo Boss retailers.
- Training and developing training material for international employees in systems and services.
- Developing a standardized online communication concept and guidelines.
- Launch of database publishing and retail ad system: cost reduction €750k per year. Process optimization and improvement of print production time.
- Leading an international decentralized project team of 12 people.
- Sub-project manager: content management and media asset management system implementation.
- Project team member to develop Hugo Boss ebusiness strategy („Columbus“).

## PROFILE

OLIVER HOFMANN

### CERTIFICATIONS / FURTHER EDUCATION / METHODS

---

Computer / EDV:	MS-Excel, MS-PowerPoint, MS-Word, Photoshop
Programming:	HTML5, CSS
Leadership & Coaching:	Communication trainer NLP (fresh academy GmbH, Feldadring) NLP Coach (Society of NLP, fresh academy GmbH, Feldadring) Burda Direct Academy: prospective leadership training. Rhetoric & presentation, time and self-management (Management Center Schloss Lautrach).
Systems:	Agile project management, Axure, Jira, Confluence, Xmind, Wordpress, emarsys, promio.mail, Agnitas, CMS First Spirit, Cumulus (DAM)

### LANGUAGES

---

German:	mother tongue
English:	fluent, business level
Spanish:	basic

Weilheim i. OB (Germany), 01/2022