

Career Objectives

Upon completing BSS, I envision being part of the Sales & Business Development Team at a startup. There I can not only help the company grow, but also further deepen my skills so that one day I can start my own business.

Work Experience

Boston Startup School: Student, Sales and Business Development
06/ 2012 – present

Boston/ USA

Boston Startup School is an immersive, six-week, full time experience that educates participants on startup culture, team dynamics and one of four in-demand skill sets.

- Developed business ideas into minimum viable products. Used lean startup method.
- Practiced inbound and outbound sales. Applied to real life sales challenge. Curriculum for the following weeks includes: Driving the sale, tools, managing relationships and project work.

Bentida: Founder
09/ 2011 – present

Germany/ USA

Our vision is to provide people with convenient, and healthy on-the-go meal options by enhancing the traditional American lunch box with Japanese flair.

- Set up website, social media presence, and sampling events. Collected feedback from early adopters.

English Language Center (ELC): Resident Counselor, Junior Program
06/ 2011 – 08/ 2011

Boston/ USA

Since 1978, ELC has been successfully teaching English to students from around the world.

- Lead cultural, sports and leisure activities for high school aged students. Managed field trips.

Mister Spex GmbH: Intern, Product Management
04/ 2011 – 06/ 2011

Berlin/ Germany

Mister Spex (2011 €17 Million in sales) is the largest online retailer for brand name eye glasses in Germany.

- Storefront performance: Created weekly KPI reports for orders, conversion rate and user tracking.
- Increase of conversion rate: Applied SCRUM software development principles.
- Improve selection of glasses without physical sample: Took part at “Design Thinking” introductory workshop. Applied this to understand the glasses purchase process. Brainstormed on ideas for improving user experience.
- Mister Spex’s first ERP system implementation: Prepared records for editing to enable an automatic generation of records with MS Dynamics. Set up excel sheet to fit MS Dynamics requirements. Communicated with different departments to set up internal training for the ERP implementation. Set up a corresponding schedule.

Other activities

Boston Consulting Group’s business@school project: Coach
09/ 2008 – 05/ 2012.

Eckental, Hannover/ Germany

- Coach students in the analysis and effective presentation of a company’s business model.
- Mentor small groups in the set up of business plan for own (fictitious) business idea.
- Active member of competition jury.

Education

University of Bayreuth: B.Sc. in Business Administration
10/ 2008 – 05/ 2012

Bayreuth/ Germany

- Bachelor thesis on “international supply chain risk management with respect to catastrophes”. Evaluated supply chain risk management measures. Applied results to the Toyota Corporation in relation to the 2011 Japan earthquake.
- International Exchange program at Osaka Gakuin University in Japan (09/ 2010 – 03/ 2011). Lived with a Japanese host family and studied Japanese full time (beginner/ lower intermediate).

Skills and Interests

- Languages: English and German (fluent), Japanese (JLPT N5) and Spanish (basic level)
- IT: Microsoft Office, Microsoft Project, Access and OS X, MS Dynamics
- Interests: Lean Startup, travel, health and fitness tech, Japan, mountain biking, horse riding