

# Christian Santiago Haug

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## Education

### Duke University - The Fuqua School of Business

MBA Exchange, Cum. GPA: 4.00/4.00

Core courses: Business Intelligence, Corporate Restructuring, Decision Models, Behavioral Economics

Durham, NC

01/2015 - 05/2015

### London School of Economics

M.Sc. Int. Management, GMAT: 740 (top 3% worldwide), Cum. GPA: N/A

Core courses: Corporate Finance, Evolutionary Psychology, Strategy for the Information Economy

London, UK

10/2014 - 10/2015

### Karlsruhe Institute of Technology

B.Sc. Industrial Engineering, Cum. GPA: 3.88/4.00

Core courses: Operations Research, Applied Informatics, Java Programming, B2B Marketing, Math I-III, Statistics I-II

Bachelor Thesis: Quantitativ model to select customers in B2B software markets, Grade: 4.00/4.00 (high distinction)

Karlsruhe, Germany

10/2010 - 11/2013

## Work

### Project A Ventures

Venture Analyst Intern

- Assessed over 250 potential venture applications and conducted critical interviews with over 30 founding teams
- Executed in-depth due diligence including financial modeling & presented 5 investment cases in front of executive board

Berlin, Germany

04/2014 - 07/2014

### Amorelie (E-Commerce startup)

Product Management & Business Intelligence Intern

- Derived website product enhancements based on quantitative data which increased click-through rate by 115%
- Enabled data driven decisions based on reports through SQL queries which lead to a monthly revenue growth of 158%
- Improved the financial KPI report for investors (incl. DB1-3, CPO, CIR, AOV)

Berlin, Germany

11/2013 - 04/2014

### IBM Global Business Services

IT Consulting Intern

- Trained and coordinated 8 teams with over 50 people to efficiently use SAP Solution Manager for a new quality process
- Moderated a daily meeting with all 8 team leaders to facilitate the quality process
- Developed a dynamic excel report for automatic prioritization of system errors

Bonn, Germany

01/2013 - 04/2013

### Conex GbR (bike advertising startup)

Co-Founder & COO

- Founded a five person startup to produce and sell personalized advertisement plates in the frames of bikes
- Spearheaded sales and achieved profitability with a discriminative pricing model after acquisition of several paying B2B customers

Karlsruhe, Germany

03/2012 - 11/2012

### Daimler AG

Business Analyst Intern

- Lead a project on the introduction of a new vehicle and created an implementation plan for a reorganization of the CV department

Melbourne, Australia

08/2011 - 10/2011

## Projects

**MotionJump:** Motion-controlled webcam game running in the browser using tracking.js and phaser.io JavaScript, Node.js

**TwitterPops:** Map-based real-time view of twitter feeds in direct surroundings with highlighted news trends Python/Flask

**WoLifeX:** Developed a platform to enable unique 3rd World Country life experiences HTML, CSS, JavaScript

**WEventus:** Webscraping and personalization of events from facebook, eventim, ticketmaster Ruby on Rails

## Leadership

### Finance Vice President & Team Leader

Lead the raising team of 10 & enabled AIESEC Karlsruhe to become #1 out of >50 cities in Germany

AIESEC Karlsruhe

### Consultant & Task Force Leader

Lead a project acquisition task force and worked on consulting project for talent management systems

delta Karlsruhe GmbH

## Awards

**MLP "join-the-best" Program:** Scholarship for top 1.2% of applicants (25 out of 2118) 2014

**QX-Quarterly Crossing:** Leadership Network (top 2% out of >5000 applicants) 2013 - today

**McKinsey & Company:** Business Technology Office (BTO) Talent Program 2013 - today

**Boston Consulting Group:** Emeralds Talent Program 2012 - today

## Skills

- Java, SQL, VBA, OPL, Git
- German (Mothertongue), English (fluent), Spanish (fluent)
- Frontend (HTML, CSS3, JavaScript), Backend (Ruby/Rails)
- French (conversational), Tagalog (conversational)