

Mateus Kratz

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WORK EXPERIENCE

FREELANCER - Consultant / Product Manager

04/2017 - present

- Conducted generative and evaluative research to prepare the relaunch of an iOS app in the ed-tech sector.
- Defined new vision for product based on KANO model and prioritized feature set for MVP using ROI framework.
- Used personas, user flows, wireframes and prototypes to get buy-in from a team of 4 remote stakeholders.
- Consulted start-ups on customer development and agile project management techniques.

SABBATICAL - Traveller / Volunteer

09/2016 – 03/2017

- Visited 11 countries in South, North America and the Middle East.
- Coached social entrepreneurs in developing business models / MVPs - one start-up secured follow-up VC investment.
- Broadened Arabic language skills with intensive classes in 4 months (70hrs/month) to reach intermediate level.

ROI HUNTER - Business Development

08/2015 – 08/2016

ROI Hunter is a VC-backed SaaS provider in the ad-tech space - closely partnered with Facebook and ARR >EUR 1 million.

- Headed market entry into Germany and acquired first paying clients - set up office and recruited 4 employees.
- Developed new functional departments for HR & Finance - helped grow ARR from EUR 0.5 to EUR 1.5 million.
- Worked closely with product team to prioritize roadmap based on first-hand customer feedback.

BUERGERAMT-TERMINE (BT) - Co-Founder (Product)

06/2015 – 03/2016

BT is an innovative appointment booking application used by citizens in Berlin to handle administrative tasks - based on public sector infrastructure. Broke-even within the first week, reaching over 200 paid bookings.

- Conducted user research through interviews to define *problem space* (broken user experience) and developed hypotheses for *solution space* (fully automated waiting list).
- Built prototype to confirm USP with landing page and AdWords - validated hypotheses reaching 30 paid bookings/day.
- Conceived initial user-flow to reduce payment default ratio from 5% to 2% - further iterated on features to cut it to 0.5%.
- Co-developed PR strategy for start-up - featured in all major German newspapers and TV stations.

KAUTIONSRETTER - Co-Founder & CEO (Product)

09/2014 – 12/2015

Kautionsretter is a marketplace for tenants to inquire legal services during relocation. Secured seed investment from ImmobilienScout24 accelerator - awarded first prize at 2014 "ValleyInBerlin" start-up event.

- Conducted 70 customer interviews to develop insights about target market and defined MVP.
- Designed and led three usability studies with >100 participants and A/B-tested communication of product USP, sending newsletters to >40,000 recipients - messaging overall performed 10% better than industry reference group.
- Led product team and revamped engineering process, implementing Kanban framework and other agile methodologies.

KBR GROUP - Analyst Investment Banking (M&A)

08/2012 – 11/2014

- Built financial model for a deal related to the privatization of Greek airport infrastructure. Performed market research by interviewing experts and analysing public data; client subsequently adjusted offer price by 20% (EUR 160 million).

INTERNSHIP EXPERIENCE

African Development Corp. || JPMorgan || Horváth & Partners Mgmt. Consultants || BASF South East Asia || SEAT

EDUCATION

ESCP EUROPE - Master in Management / Major: Finance

2008 - 2011

- 3-year programme taught in 3 countries and 3 languages

BAMBERG UNIVERSITY - Bachelor in Economics

2005 - 2008

- 3-year programme including an exchange year with Barcelona University

LANGUAGES & INTERESTS

LANGUAGES Fluent - English, German, Slovene & Spanish // Conversational - French // Intermediate - Arabic

INTERESTS Entrepreneurship: Mentored social entrepreneurs at MakeSense.org
Programming: Developing in HTML, CSS, JavaScript & Ruby (Rails) - www.mateuskraz.com
Football: Co-founded football team in 2014 in Berlin (2 consecutive league promotions)