

Mateus Kratz

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WORK EXPERIENCE

SELF-EMPLOYED - Consultant / Product Manager

Apr. 2017 - present

- Redesigned iOS app for a client in the education vertical.
- Conducted generative and evaluative user research to determine pain points and user behaviour.
- Developed personas, roadmap, user flows and wireframes. Tested prototypes with target users to generate insights.
- Consulted start-ups on customer development and agile project management techniques.

SABBATICAL - Traveller / Volunteer

Sep. 2016 - Jun. 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

Aug. 2015 - Aug. 2016

- Headed market entry into Germany for a marketing SaaS provider. Opened local office and recruited first employees.
- Oversaw sales activities in Brazil with weekly sales calls and liaised with Facebook managers as main business partners.
- Worked closely with product team to prioritize roadmap based on first-hand user feedback.

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

Jun. 2015 - Mar. 2016

- Conceived the idea to develop an innovative appointment booking tool for the public sector in Berlin.
- Conducted user research through interviews to define *problem space* (broken user experience) and developed hypotheses for *solution space* (fully automated waiting list).
- Built manual MVP to validate USP with landing page and AdWords campaign - reached 30 paid bookings/day.
- Developed product roadmap, kept a prioritized backlog and led engineer in dev. process using Kanban framework.
- Validated learnings with in-person user tests - featured in all major German newspapers and TV stations.

KAUTIONSRETTER - Co-Founder & CEO (Product)

Sep. 2014 - Dec. 2015

- Pitched the idea of a marketplace for tenants to inquire legal services to YIN accelerator - secured initial investment.
- Conducted 70 interviews and market demand tests to define MVP and recruited a team of 4 members.
- Defined product roadmap and resolved target conflicts between engineering and operations by rigorous prioritization.
- Presented the start-up to 500 participants at the 2014 "ValleyInBerlin" start-up event - awarded first prize.

KBR GROUP - Analyst Investment Banking (M&A)

Aug. 2012 - Nov. 2014

- Provided advice for companies in emerging markets related to M&A and capital markets activities.
- Build financial models for a deal related to Greek airports. Performed market research on assets 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

Sep. 2008 - Dec. 2011

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

BAMBERG UNIVERSITY - Bachelor in Economics

Oct. 2005 - Jul. 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)
	Football:	Co-Founded football team in 2014 in Berlin (2 consecutive league promotions)