



# Thomas Schoemaecker

Pre-sales and Solution Engineering Specialist - Experienced Leader - Executive MBA

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**Technical Sales Specialist** with over 20 years experience in Software Engineering, Management, Sales / Pre-sales Engineering, Digital Marketing and e-Commerce.

Building trust within teams, organisations, with customers and prospects is what I live by. It has been the connecting thread that has driven my career.

I am passionate about building and running teams with high level of psychological safety, while keeping execution standards at the highest level. I have enjoyed becoming a trusted advisor to all my customers. I close complex deals, scale new products, act both operationally and strategically.

I enjoy consulting with large organisations to initiate, execute and manage strategic - growth generating partnerships. I am equally comfortable around a table of Engineers, Sales and Marketing Executives or C-levels to grow products, sales, teams and ultimately profits.

I have been very lucky to have a very diverse career. It is driven by a constant growth mindset and the ability to make hard technical concepts simple and to be a natural bridge builder between technical and non-technical people.

## WORK EXPERIENCE

SEPTEMBER 2022 - PRESENT

● **Head of Customer Engineering - Enterprise EMEA**

Browserstack

Leading a team of Customer Engineers for Browserstack's Enterprise customers across EMEA and LATAM regions to drive commercial success. This role spans across pre-sales Engineering and technical account management. Leading global initiatives to develop the customer engineering function. Dealing with hard escalations directly with customers.

My team of Customer Engineers help hundreds of Quality Engineering teams run their Selenium, Appium, Cypress, Playwright, Nightwatch (and more) scripts run on infrastructure and modernize their DevOps toolchain to include Functional, Cross Browser Testing, Visual Testing, Accessibility to their Continuous Integration efforts.

APRIL 2019 - AUGUST 2022

● **Global Technical Solutions Director**

Smartly.io

I led a global department of 20 Customer facing Solution Engineers who provide technical consulting and build custom solutions for our top tier of customers. Technical solutions is a bridge between customers, marketers and engineering. We thrive on solving complex problems and providing a better Customer experience, driving faster feature adoption of our platform thanks to a broad knowledge of the ad tech space and a deep expertise of our platform and its APIs.

MAY 2017 - MARCH 2019

● **Head of France & BeNeLux**

Smartly.io

Owner of the French and Netherlands client growth. Built the team, and opened the Dutch and Parisian offices. Consultative demos, Sales Engineering, Product Trials and contract negotiations. I also served as the link between customers, Facebook, and our product development team. Beyond the Business Development, I also managed my accounts daily, offering world-class growth hacking and revenue generating consulting to the most demanding advertisers and agencies in the market.

MAY 2016 - APRIL 2017

● **Client Partner - Financial Services and e-Commerce**

Facebook

Consultative sales and marketing to help build and sell Facebook's advertising solutions to the largest digital advertisers from Sub-Saharan Africa. Driving a triple digit growth with Performance Marketing clients in e-Commerce and Financial Services. This amazing challenge is analytical, consultative and commercial as growing the business is altogether a business, technical and cultural matter. I am responsible for identifying the best companies, helping them implement Facebook's Digital Marketing strategies and Best Practices, delivering value and ultimately drive ambitious sales targets.

SEP 2015 - MAR 2016

● **Technical Solutions Consultant, Publishers**

Google Ireland

- Technical Point of contact for a Book of Business of 120 large Publishers from France, Portugal, Turkey on Programmatic Ad Solutions including Display, Mobile and most importantly Video, on which I became a Subject Matter Expert
- Supported DoubleClick for Publishers and AdExchange accounts with Programmatic Deals, Private Auctions, Programmatic Guaranteed implementations and launches
- Trained partners and Implemented the roll out of entire accounts to the DoubleClick platforms (web.tv, 7awi.com, rfi.fr)
- Consulted on large accounts such as lefigaro.fr, lesechos.fr, web.tv on yield management, Tag implementations, page speed optimizations
- Spoke to an IAB event about HTML5 ad trafficking (<http://goo.gl/75x9De>)

JUL 2014 - JUN 2015

● **General Manager**

**Squad Digital**

I was Headhunted to Manage a Digital Marketing Company (WPP subsidiary), and service clients in the following verticals

- Telecoms (Airtel Tanzania),
- Beverages (Tusker Lager),
- Banking (CRDB, Equity Bank),
- Electronics Devices (Tecno Mobile).

I was responsible for all aspects of the business including Recruiting, Training, Sales and Financial planning, Business Development, Quality Control, Media buying, Creative Strategies, Pitching and evangelizing the advantages of corporate Digital Transformation within the country.

I grew my team of 10 from scratch. Together we acquired 3 large corporate clients, growing our sales revenue by 60% in just under a year.

SEP 2011 - JUN 2014

● **Technical Solutions Consultant**

**Google Kenya**

I worked with Africa's largest publishers and partners on cutting edge technologies and products and I had the opportunity to influence innovation at Google.

Here are some of the products and partners I managed during my 3 years at Google Africa:

- SMS integrations with Orange, Airtel and Moov groups - Project Management and launches in 15 countries.
- Adsense, DFP and AdX with sites such as seneweb.com, abidjan.net, nation.co.ke, standardmedia.co.ke, jamiiforums.com
- Google Analytics for Kenya Airways, Zuku TV, Standard Chartered Group and the continent's largest agencies
- YouTube Content Partners such as TFM (Youssou N'dour Media company), IROKOTV (online Nollywood movie company)
- Payment Partnerships with Equity Bank, East Africa's largest bank

MAY 2010 - MAR 2011

● **Founder**

**Safari Gateway**

Safari Gateway was an ambitious project of building a multi-faceted pan-African Travel marketplace to help sell and promote Independent Accommodation providers and Tour Operators across Africa. The site included 3 automated classified sections, a blog, a payment interface, and various affiliation systems, which I personally designed and built.

The site was launched in November 2010, and although not a clear success, provided me with valuable experience about online business strategies and managing startups.

JAN 2005 - AUG 2009

● **Founder**

**Tanzania Yacht Charters**

Tanzania Yacht Charters was born out of the dream to pursue my life long passion for sailing while living and working with my family, practically off-grid, on the tropical island of Zanzibar.

I sourced a 35ft sailing Catamaran from South Africa, registered the business and set sail for the small island. I found a small fishing village to base myself from, built a website, and used digital advertising including Adwords campaigns to make bookings from all over the world.

I later expanded the business to become a yacht charter broker for a selection of partners yachts. At its peak the business was turning over in excess of \$100k per year.

OCT 1998 - NOV 2004

● **Software Development Manager**

**Micro Medical**

At Micro Medical, I managed a Software Team composed of 15 members, including Software Engineers, a Validation Team and Web Designers. We designed, updated and maintained software for a range of 10 Medical Devices.

I performed the following duties:

- Recruitment, Training and Management of Software Development & Validation Team
- Setting Up Software Development Procedures for ISO9001 and FDA Accreditations
- Full Life-Cycle Project Management of all Software Products
- Software Quality, Support Escalations and Custom Products Development with Strong Customer-Facing Skills with the Pharmaceutical Industry
- Staff Training and Consultancy on Setting up company's MRP system.

My contributions to Micro Medical allowed the management to effectively prioritise and monetize software-driven projects, that turned into award-winning medical devices. They were acquired by the Group CareFusion in 2004.

## EDUCATION

2020 - 2021

- **Executive MBA**  
*Quantic school of Business and Technology*

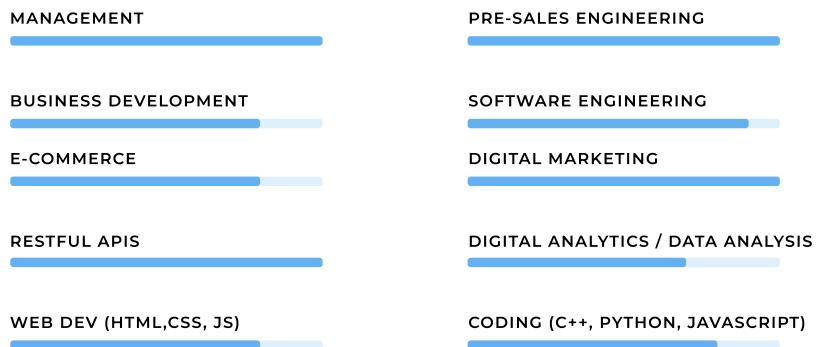
1995 - 1998

- **M.Sc**  
*Ecole centrale de Lyon*  
Masters in Computer Science, Networking and Mechanical Engineering

1990 - 1993

- **Baccalauréat E**  
*Lycée de l'Europe*  
French A Levels in Maths, Physics and Computer Science with Distinction

## SKILLS



## LANGUAGES

FRENCH            ENGLISH            SWAHILI

## HOBBIES

I have sailed since the age of 7. I was a sailing instructor from the age of 17 and skippered / ran my 35 ft catamaran in Zanzibar for 4 years. I have enjoyed windsurfing, catamaran racing, and today I own and race a dinghy in north Dublin.

I'm an avid music collector and vinyl record listener. I am especially interested in African, Caribbean and generally World music.