



Michael Schneider

FOUNDER, VENTURE BUILDER & INNOVATION ENTHUSIAST

Executive Summary

As a serial entrepreneur & founder, I gathered a lot of experience in venture building, leadership, innovation, business development, project management, marketing, and sales.

"You have to reinvent & evolve yourself every day, to be successful."

Areas of Expertise

- Innovation & Digitalisation
- Leadership
- Lean Startup
- Venture Building / MVP
- Design Thinking
- Scrum
- Influencer Marketing
- Growth Hacking
- Online / Content Marketing
- Public Relations
- Business Development
- Projekt Management
- Sales & Vertrieb
- Fundraising
- Microsoft Office
- Microsoft CRM
- Google Analytics / SEO
- Google Adwords / SEA
- Facebook Business Manager
- WordPress
- Trello
- Miro
- Fundamentals - Image editing
- Fundamental understanding of Html & javascript

Qualification:

- AHS Matura
- Study Communications in Vienna (not finished)
- Languages: Deutsch & Englisch

Work Experience

VENTURE LEAD

Company Factory AG
March. 2021 - until now

- Project Lead & Management
- Venture Building
- Prototyp & MVP
- Sales

FOUNDER & CEO

Break Stuff j.d.o.o (tradingcards.ai)
Mar. 2021 - until now

- Business Development & Sales
- Growth Hacking, Online Marketing, Social Media & PR
- Product Development, Innovation & Fundraising

FOUNDER & CEO

leichtgemacht.at
Dez. 2015 - May. 2021 (Exit)

- Business Development, Sales & Distribution
- Growth Hacking, Online Marketing, Social Media & PR
- Innovation, Leadership & Fundraising

FOUNDER & CEO

Chilibox Entertainment OG
Apr. 2010 - Jul. 2015 (Exit)

- Eventmanagement
- Online Marketing, Social Media & PR
- Program Design, Booking & Moderation

REGIONAL MANAGER

unicutt.at
Jun. 2014 - Aug. 2015 (part time)

- Teamleadership, Recruiting
- Growth Hacking, Online Marketing, Social Media & PR
- Cooperations & Distribution



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Spare Time & Activities:

- Family
- Fantasy Basketball (Podcast & Blog)
- Startup & Social Media Trends
- Speaker (f.e Fuckup Night Vienna, WoMentor)
- Volunteer work for Zeitpolster & ADRA

Reach me at:

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AFFILIATE MANAGER

extrasauber.at

Jän. 2018 - bis Jul. 2018 (part time)

- B2B Distribution & Sales
- Partner Management & Evaluation KPI's

PROJEKT MANAGER

eventbook.at

Sep. 2012 - Mai. 2014 (part time)

- B2B Distribution, Sales
- Online & Content Marketing, Social Media