

ULF WASCHBUSCH

CV@WASCHBUSCH.COM • +1 650 492 4790 OR +61 28003 3810

Accomplished Product and Management leader in the Mobile and Internet consumer space

Ulf has created and launched applications and websites used by hundreds of millions of people around the globe.

Stanford MBA, with a strong technical, product, creative, marketing and management background across Asia, Europe and the United States for Google, Myspace, Priceline, Garena, T-Mobile as well as starting, advising and having leadership positions in web and mobile startups.

Products consistently led to strong user growth, high satisfaction, significantly increased conversion rates and engagement and have been rated at the top by users and reviewers publicly.

Ulf is known to have consistently turned fledging products around into winners in the market space.

PROFESSIONAL EXPERIENCE

AGODA – A PRICELINE COMPANY

Hong Kong, SAR China

Senior Director of Mobile Product

Asian subsidiary of the world's largest travel company Priceline, 2016-now

Director of Mobile

Singapore and Bangkok, Thailand, 2014-2016

- Leading Agoda's global Mobile Team of product managers, designers and engineers, growing it to an over billion US Dollar revenue business
- Launched a year-long initiative to completely rebuild, redesign and re-architecture Agoda's mobile applications for Android and iPhones from the ground up, featuring an extremely well-received fresh new design, a high performing new architecture and streamlined user experience
- New mobile apps have proven to be a huge success for the business, leading to: 6x increase in daily booking revenue, more than 5x higher install base, a more than doubling in conversion, established Apps as highest converting platform at Agoda, as well as high overall ratings and reviews on Apple's App Store and Google Play (4.8/5.0), awarded 'Android Excellence' and Editor's Choice feature by Google and featured by Apple
- Implemented new work processes and leadership methods to optimize development and team communication; increased engineering, design and product teams

PLACETY PTE. LTD.

Los Angeles, California and Singapore

Co-Founder and Chief Executive Officer

Mobile startup – social local discovery of Places around you, 2012-2014

- Launched a creative new mobile location-based social network to help people make sense of the world around them by allowing them to discover and explore, tag, rate, talk about, share, follow and create Places.
- Over a million downloads on App Store with positive reviews and multiple features by Apple
- Designed and developed iOS Objective-C app for iPhone and iPad

JAM CITY (SGN GAMES)

Los Angeles, California and Buenos Aires, Argentina

General Manager – Mobile

Leading game developer with over 150 MM active users, 2011-2012

- Led and managed the 35-person software engineering, product design, art and quality control team of mobile games based out of Los Angeles, CA and Buenos Aires, Argentina
- Launched five brand new game titles and a ten-game franchise category for iPhone and iPad
- Increased daily active users by 9x, micro transaction revenue by 12x and installs by 10x
- Reached second highest spot 'Top Free Apps' in Apple's charts with Fluff Friend Rescue; Top 10 Grossing Apps

SEA (GARENA)

Singapore

Chief Product Officer

Asia's leading social and gaming platform with over 50 million active users, 2010-11

- Product strategy, development and marketing head of Garena's gaming and web platforms, Garena Plus
- Grew user base from 5 MM to over 20 MM active monthly users, with a focus on South East Asia, Latin America
- Launched garena.com redesign, new marketing blogs, user forums, brand new monetization and payment platform across Asia as well as the Garena Plus instant messenger platform

MYSPACE

Beverly Hills, California

Director of Product Management – Mobile

Global product strategy and development head, 2008-2009

- Led Mobile Product and Design teams, defined new products, partnerships and markets of the largest mobile website and mobile app in the United States at its time
- Grew monthly user base from 5 MM to over 25 MM users and over 8 billion page views
- Launched new design of the mobile site, native iOS, Android, BlackBerry, WebOS and Windows Phone apps
- First ever app on the Google Play Store, installed on 50% of Android phones worldwide a year after launch
- Led close partnerships with leading mobile OEMs and carriers around the globe, such as Apple, Google, Samsung, Microsoft, at&t, T-Mobile, Verizon, Sprint, Vodafone, Nokia, Sony Ericsson, Palm, Motorola, HTC

GOOGLE

Mountain View, California

Product Marketing Manager – Mobile

Worldwide head of mobile product marketing team, 2006-2008

- Global Lead of Mobile Product Marketing team with strategy, objectives and marketing budget responsibility for most of Google's award-winning mobile consumer products
- Launched and was responsible for award-winning mobile consumer products (Google Search, iPhone, YouTube, SMS, News, Sync, Gmail, mobile.google.com)
- Oversaw naming, positioning, Google Mobile web sites, strategy, research, search and ad campaigns
- Co-authored quarterly Google board letter; supported acquisitions; received peer and management awards
- Organized major trade show representations (CTIA, Macworld), delivered keynote presentations
- Owned and optimized \$25MM Search Engine & online ad campaigns, boosting traffic by almost 10x

T-MOBILE INTERNATIONAL

Bonn, Germany and Bellevue, Washington

Product Marketing and Content – Portal and Partner Management

European and US subsidiaries, 2004 and 2005

- Managed international content sourcing & delivery workflow; built web portals for Mobile, Web & TV

EDUCATION

STANFORD UNIVERSITY – GRADUATE SCHOOL OF BUSINESS

Stanford, California

Master of Business Administration, Class of 2006

2004 - 2006

- Chief Technology Officer of the High-Tech Club; Recipient of Academic Recognition Award

UNIVERSITY OF SAARLAND

Saarbrücken, Germany

Master of Science in Business (equiv.), Diplom-Kaufmann cum laude

Marketing, Media & Technology, 1998 – 2002

- Thesis "State of the art in relationship management in the United States"; new media / tech marketing

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, California

Studies in Computer Science and Electrical Engineering

1997 – 1998

- Founded and created first ever university online web community for Class of 2001; member of European club

NETWORKS IN MOTION – Advisory Board Member of leading GPS navigation application service

IBM LEONARDO DA VINCI AWARD – Best Programmer of Germany Award valued at \$20,000