

# ULF WASCHBUSCH

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## Experienced Product and Management leader in the Mobile and Internet consumer space

Created and launched applications and websites used by hundreds of millions of people around the globe.

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

Products consistently led to high user growth, satisfaction, high download and active user numbers, increased conversions and engagement and have been rated highly.

## PROFESSIONAL EXPERIENCE

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### AGODA – A PRICELINE COMPANY

Director of Mobile

*Bangkok, Thailand and Hong Kong, SAR  
Asia's largest online travel agency, 2014-now*

- Heading Agoda's Mobile Team of product managers, designers and engineers, mostly based out of Bangkok
- Launched a year-long initiative to rebuild, redesign and re-architecture Agoda's mobile applications for Android and iPhones featuring a very well-received fresh new design and user experience
- Newly designed apps have proven to be a huge success for the business, leading to: more than doubled download rates, an almost four-point increase in conversions, a quadrupling of daily active user base as well as high overall ratings and reviews on Apple's App Store and Google Play (4.5+)
- Increased bookings by over 2.5x YoY in a challenging local market environment, over 3x in key markets
- Implemented new work processes and leadership methods to streamline development and communication; doubled development, design and product teams to over 40 people from 12 different countries
- New apps added over \$300MM yearly in run rate revenue improvement alone

### PLACETY PTE. LTD.

Co-Founder and Chief Executive Officer

*Los Angeles, California and Singapore  
Mobile startup – social local discovery of Places, 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.
- Designed and developed, software-engineered iOS Objective-C app for iPhone and iPad
- Featured by Apple on App Store

### SOCIAL GAMING NETWORK (SGN)

General Manager – Mobile

*Los Angeles, California and Buenos Aires, Argentina  
Leading game developer with over 100 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 #2 spot 'Top Free Apps' in Apple's charts with Fluff Friend Rescue, Top 50 Grossing Apps and the Top 10 with three more games

### GARENA

Chief Product Officer

*Singapore  
Asia's leading gaming platform with over 25 MM users, 2010-11*

- Product strategy, development and marketing head of Garena's gaming and web platforms, Garena Plus
- Grew registered user base from 5 MM to over 15 MM 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 as well as Garena Plus Windows-based instant messenger platform

## **MYSPACE**

*Beverly Hills, California*

Director of Product Management – Mobile *Worldwide product strategy and development head, 2008-2009*

- Led mobile product and design teams, defined new products, partnerships and markets
- Grew Myspace's mobile user base from 5 MM to more than 25 MM users
- Increased mobile website to 8 Billion page views – the highest traffic mobile website in the United States
- Launched front- and back-end redesign of the mobile website, as well as new native iOS, Android, BlackBerry, WebOS and Windows Phone apps, resulting in world-class uptime, performance, engagement and increased user acquisition and high reviews
- First app on the Android market (Google Play) at launch leading to over 50% penetration, installed on half of all Android phones worldwide one 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 most 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 information portal for internet & TV and analyzed American consumer segmentation & behavior

## **EDUCATION**

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### **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 for writing an advanced Win32 Sound Editor app, valued at \$20,000