

ULF M WASCHBUSCH

2400 W EL CAMINO REAL, APT. 1006, MOUNTAIN VIEW, CA 94040, USA
CV@WASCHBUSCH.COM • +1 (650) 641-9050

PROFESSIONAL EXPERIENCE

MYSPACE

Beverly Hills, CA

Director of Product Management – Mobile, 2008-2009

- Worldwide product strategy and development head of MySpace Mobile and web services APIs
- Managed mobile product and design team, defined new products, partnerships and markets for MySpace Mobile - from product specifications over team lead to engineering design and UI work to final product launch rollouts
- Grew MySpace mobile user base by over 400% in the last year - from less than 6 MM to over 24 MM users
- Launched complete front-end and back-end redesign of the m.myspace.com site, resulting in world-class uptime, performance, higher engagement and increased user acquisition pace and retention
- Native application development for every major smartphone platform: Apple iPhone, Palm pre, Google Android, Danger Sidekick, RIM BlackBerry, Nokia, Microsoft Windows Mobile.
- First on the Android market at launch leading to over 50% penetration, thus covering half of the Android phones installed base with second most downloaded application on the Android market place. Top 20 app on Apple appstore.
- Launched world-class AJAX webkit mobile web application for iPhone, Android, Palm and Nokia devices.
- iPhone application updates lead to increase of user retention of over 30 percentage points and grew usage by 2 MM
- Close product partnerships with the leading mobile OEMs and carriers around the world, such as at&t, T-Mobile, Verizon, Sprint, Vodafone, Nokia, Sony Ericsson, Palm, Motorola, Microsoft, HTC, Samsung, Shazam, Google

GOOGLE

Mountain View, CA

Product Marketing Manager – Mobile, 2006-2008

- Worldwide acting lead of mobile product marketing team with strategy, objectives and budget responsibility
- Led worldwide Marketing for most of Google's award-winning mobile consumer products (Google Search, iPhone, Youtube, SMS, News, Sync and Gmail for mobile, mobile.google.com); naming, positioning, strategy, research
- Launched more than a dozen consumer products; received multiple peer and management awards
- Team expert for market knowledge, research and analysis; drove research studies, co-authored quarterly board letter
- Organized major trade show representations (CTIA, Macworld), delivered keynote presentations
- Owned and optimized \$25MM Search Engine & online ad campaigns, boosting traffic by 900% year-over-year
- Co-marketing/partnership campaigns with at&t, Sprint, US Cellular, Palm, Motorola, Vodafone
- Evangelized iPhone mobile development and spearheaded mobile strategy definition with product management team

T-MOBILE USA

Bellevue, WA

Product Marketing Management – Consumer Segmentation / Media and Messaging services, 2005

- Analyzed American consumer segmentation & behavior; optimized positioning of data, messaging & media products
- Presented enhanced product portfolio & customer targeting propositions to executive board & Marketing team along with specific analyses of consumer behavioral trends in non-voice communication

T-MOBILE INTERNATIONAL

Bonn, Germany

Product Marketing and Content – Mobile Consumer Services / Portal and Partner management Europe, 2004

- Managed international content sourcing & delivery workflow; built web information portal for internet & television
- Negotiated treaties and deliverables with Warner, Universal, Sony BMG and boutique wireless content developers
- Supervised \$12 million music service (ringback / Caller Tunes); increased product portfolio by 400% in 3 months
- Implemented strategy and new product launch through complete product life cycle and managed new product offers
- Defined and optimized media delivery processes; created product briefings, newsletters and project proposals

EDUCATION

STANFORD UNIVERSITY – GRADUATE SCHOOL OF BUSINESS

Stanford, CA

Master of Business Administration, Class of 2006

2004 - 2006

- Chief Technology Officer of the High Tech Club
- Active member of the Marketing, Media & Entertainment and European GSB Clubs, as well as the Stanford University German Student Association
- Recipient of Academic Recognition Award; Global Management Program

UNIVERSITY OF SAARLAND

Saarbrücken, Germany

Master of Science in Business (equiv.) – Diploma cum laude – focused on Marketing, Media & Technology, 1998 – 2002

- Thesis about the state of the art in relationship management in the United States; researched new media marketing
- President of largest student organization on campus; organized multiple campaigns, boosted membership by 800%

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

Studies in Computer Science and Electrical Engineering, 1997 – 1998

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

ADDITIONAL

- Fluent in German and English; US permanent resident; enjoy movies, design, technology, gadgets, traveling, cooking
- **Microsoft Technical beta tester**, evaluating pre-releases of Windows from 95 to XP-64; produced technical bug and feature reports; proposed ideas in early production phases

INTERNATIONAL BUSINESS MACHINES – IBM LEONARDO DA VINCI AWARD

Munich, Germany

Winner of nationwide creativity competition, valued at US\$ 20,000, as Best Programmer of Germany (over 7500 entrants)

- Developed and distributed music software for the Windows platform (over 1 MM users – consumers & broadcasting)

NETWORKS IN MOTION

Aliso Viejo, CA

Advisory Board Member, 2008 – 2009 for the award-winning wireless navigation and hyper-local search company, powering some of the most innovative location-based mobile products in the market, such as VZ Navigator and Gokivo.