

ULF M WASCHBUSCH

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PROFESSIONAL EXPERIENCE

PLACETY PTE. LTD.

Singapore and Los Angeles, CA

Mobile startup with a focus on social local discovery of Places

Co-Founder and Chief Executive Officer, 2012-now

- Launched a 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.
- Developing iOS application for iPhone and iPad as Product Lead, Designer and Software Engineer/Programmer, building the app in Objective-C for iOS 7

SOCIAL GAMING NETWORK (SGN)

Los Angeles, CA and Buenos Aires, Argentina

Leading developer and platform of casual games with over 50 MM active users

Head of Product and General Manager – Mobile, 2011-2012

- Product strategy, development and marketing head of Mobile for SGN's gaming platform (iOS, Android)
- Overseeing and heading the 35-person development, design, art, QA and production team of mobile games producer Social Gaming Network (SGN) in Buenos Aires, Argentina - a subsidiary of Mindjolt
- Launched three new games and a ten-game franchise category for iPhone and iPad, increasing monthly active users by 2.6x, micro transaction revenue by 5x and app installs by 7.5x in six months

GARENA

Singapore

Asia's leading gaming platform with over 75 MM users

Chief Product Officer, 2010-2011

- Product strategy, development and marketing head of Garena's gaming platform, responsible for Garena Client and Garena Messenger applications and web platforms and oversight over the design and gaming product teams
- Grew registered user base from less than 30 to now over 75 MM registered users worldwide, with a focus on emerging markets (South East Asia, Brazil, Russia)
- Launched a completely newly built Instant Messenger-based gaming platform client, bringing LAN game users around the world together to play via the internet in a social, collaborative and fun environment
- Launched four licensed games in Singapore, Malaysia, Vietnam, Philippines and Taiwan as game publisher
- New garena.com portal page as promotional and social website featuring blogs, forums, account features

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
- 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- and back-end redesign of the Mobile Website, resulting in world-class uptime, performance, higher engagement and increased user acquisition and growing site to highest traffic mobile website in the United States (before Facebook and Google) according to third-party reports
- Native application development for every major smartphone platform: Apple iPhone, Palm pre, Google Android, Danger Sidekick, RIM BlackBerry, Nokia, Microsoft Windows Mobile.
- First app 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.
- Close product partnerships with at&t, T-Mobile, Verizon, Sprint, Vodafone, Nokia, Sony, Palm, Motorola, Microsoft, htc, Samsung, 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, 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

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
- 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 & TV
- Negotiated treaties and deliverables with Warner, Universal, Sony BMG and boutique wireless content devs
- Supervised \$12 million music service (ringback / Caller Tunes); increased product portfolio by 400% in 3 months

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 design, photography, tech gadgets, traveling, cooking
- **Microsoft Windows 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. Company sold to TCS Telecommunication Systems in late 2009