

# ULF M WASCHBUSCH

1075 PARK PLACE, APT. 422, SAN MATEO, CA 94403  
CV@WASCHBUSCH.COM • +1 (650) 283-7288

## EDUCATION

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### STANFORD UNIVERSITY – GRADUATE SCHOOL OF BUSINESS

Stanford, CA

*Master of Business Administration, Class of 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 Candidate

### UNIVERSITY OF SAARLAND

Saarbrücken, Germany

*Master of Science in Business (equiv.) – Diplom-Kaufmann cum laude – specializing in Marketing, Media and 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 ten-fold

### 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

## PROFESSIONAL EXPERIENCE

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### GOOGLE

Mountain View, CA

*Product Marketing Management – Mobile, 2006-2008*

- Global acting lead of mobile product marketing team with strategy, objectives and marketing budget responsibility
- Worldwide Marketing lead for most of Google's award-winning mobile consumer products (Google Search, iPhone products, Youtube, SMS, News, Sync and Gmail for mobile)
- Launched more than a dozen consumer products; received multiple peer and management awards
- Team expert for market knowledge, research and analysis; drove research studies, authored board letter
- Organized major trade show representations (CTIA, Macworld), delivered keynote presentations
- Owned and optimized \$25MM Search Engine & online ad campaigns, co-marketing/partnership campaigns
- 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 products
- Presented enhanced product portfolio and streamlined customer targeting recommendations to executive board members & 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, 2004*

- Managed international content sourcing & delivery workflow; built web information portal for internet & television
- Negotiated treaties and deliverables with international media partners 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

## ADDITIONAL

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- Fluent in German and English; permanent resident; enjoy movies, design, technology, gadgets, traveling, cooking

### MICROSOFT – TECHNICAL BETA TESTER

- Evaluated pre-releases of Windows from 95 to XP-64; produced reports; proposed ideas in early production phases

### INTERNATIONAL BUSINESS MACHINES – IBM LEONARDO DA VINCI AWARD

*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)