

EKKEHARD SCHMIDER M.A.

Born on 23.12.1963, German, married, three children



I create narratives where others only see processes. With my experience in IT and AI, I develop strategies and solutions that impress and provide real value.



EDUCATION

Master of Arts in Modern Philology
from Goethe University, Frankfurt am Main

PUBLICATIONS

Handbook for Web Copywriters (Springer 2003)
Business Partners for Life (Gabler 2002)
Advertising Language in East and West (Berlin Verlag 1999)

LANGUAGES

German (native) • **English** (fluent) • **Italian** (fluent) • **French** (proficient)

EXPERIENCE

Experienced **Marketing** Director with a confident demeanor • Proven track record in **employer branding** and **brand management** • **Social media** expert • Structured approach in **business development** • **AI pioneer**

STRENGTHS



INTERNATIONAL EXP.

1992 – 1994 **Paris:** Busia & Schmider s.n.c., Founder and Managing Director • 1990 – 1992 **London:** Translators in Advertising Ltd., Creative Group Head

HOBBIES

Podcast "Digitacheles AI" • **Speed Pedelec** • **Film Art** (Tarkowski, Antonioni)



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<https://ai-business-expert.de>

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Since 2020

CURRICULUM VITAE

Since 2/2021

Director of Sales & Marketing QAware GmbH

Member of the executive management. Led the establishment of the marketing department and has been improving customer retention and acquisition strategies since January 2024. Introduced data-driven marketing and automated, AI-supported direct outreach. Developed a proprietary CRM. Created the central QAware narrative. Systematized customer analyses and raised the NPS. Planned and implemented the AI chatbot on the web.

1999 to
present

3/2013 – 1/2021

Chief Marketing Officer (CMO) MaibornWolff GmbH

Executive management member. Expanded the marketing department to 8 people, contributing to the growth from 60 to 500 employees through brand re-positioning and management.

1/1999 – 2/2013

Founder and Managing Director Sensit Communication GmbH

Founded and led the B2B brand consultancy, achieving significant market presence in this segment with a team of 5 employees.



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CURRICULUM VITAE

7/1997 – 12/1998

Head of Marketing Communication IXOS Software AG

Led marketing communications and served as spokesperson. Prepared and managed the world's first parallel IPO on the Neuer Markt and NASDAQ, guiding it through all phases, which increased the stock valuation.

9/1995 – 6/1997

Brand Manager International Grundig AG

Led the international brand presence and increased brand awareness in countries such as France, Italy, and the USA. Systematized and standardized tools for marketing planning and control.

3/1994 – 7/1995

Marketing Manager COI GmbH

Developed and implemented marketing strategies for document management software, leading to increased market presence, product adoption, and measurable revenue growth.

1994 to 1998



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CURRICULUM VITAE

9/1992 – 2/1994

Founder and Managing Director
Busia & Schmider s.n.c.
Paris

Led the adaptation of advertising campaigns, enhancing the image and reach of client brands in European target markets.

3/1990 – 8/1992

Creative Group Head
Translators in Advertising Ltd.
London

Led creative teams in the adaptation of advertising campaigns, enhancing brand messaging and effectiveness.

1990 to 1994

2/1990

Master of Arts
Frankfurt/Main

Master of Arts in Modern Philology from Goethe University, Frankfurt am Main. Grade: excellent.



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