

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)
Business Partners for Life (Gabler)
Advertising Language in East and West (Berlin Verlag)

LANGUAGES

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

EXPERIENCE

Innovative and results-driven Marketing Director with over 20 years of international experience in branding, AI-driven marketing, and strategic growth initiatives across B2B and technology sectors.

Known for pioneering AI-based marketing strategies and for transforming brand narratives into competitive advantages.

Skilled in enhancing market positioning and customer engagement through data-driven approaches and cross-functional leadership.

Key Skills

- AI-driven marketing strategy
- Cross-functional leadership
- Brand management and market positioning
- Data analytics and CRM integration
- Strategic communication and storytelling

PERSONAL INTERESTS

Podcasts "Digitacheles AI" • "AI Business Boost"
Speed Pedelec • **Film Art**



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Since 2020



AI Business Boost
PODCAST

Since 2024

CURRICULUM VITAE

Since 2/2021
Munich, Germany

Director of Sales & Marketing
QAware GmbH

Member of the executive team in a leading IT services provider

Established and led a marketing department focused on customer acquisition and retention, elevating the Net Promoter Score significantly and positioning QAware as an industry thought leader.

Spearheaded the integration of AI and CRM systems, enabling data-driven outreach and personalized customer experiences.

Developed and launched QAware's corporate narrative, aligning all customer touchpoints and increasing brand coherence.

Oversaw the launch of a new company website with an integrated AI chatbot, refining SEO and SEA efforts to boost digital presence and engagement.

Coordinated cross-departmental sales initiatives and represented QAware at industry events, ensuring consistent brand visibility and thought leadership.

2021 to
present



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CURRICULUM VITAE

3/2013 – 1/2021
Munich, Germany

Chief Marketing Officer (CMO)
MaibornWolff GmbH

Strategic leader contributing to company growth from 60 to 500 employees

- Expanded and restructured the marketing department, aligning brand strategy with rapid organizational growth.

- Led the rebranding efforts that significantly boosted market recognition, supporting the company's scaling and employee engagement.

1999 to 2021

1/1999 – 2/2013
Munich, Germany

Founder and Managing Director
Sensit Communication GmbH

Founded a specialized B2B brand consultancy

Built a respected market presence in the B2B sector, delivering brand strategy consulting and marketing solutions to a range of clients in Germany and across Europe.



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CURRICULUM VITAE

7/1997 – 12/1998
Munich, Germany

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
Fürth, Germany

Brand Manager International Grundig AG

Enhanced international brand awareness across multiple markets, including France, Italy, and the USA, through standardized planning and marketing control.

3/1994 – 7/1995
Herzogenaurach,
Germany

Marketing Manager COI GmbH

Developed and implemented marketing strategies that increased market presence and product adoption in the document management software sector.

1994 to 1998



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CURRICULUM VITAE

9/1992 – 2/1994
Paris, France

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

Adapted advertising campaigns to European markets, enhancing brand reach and effectiveness for clients.

3/1990 – 8/1992
London, UK

Creative Group Head
Translators in Advertising Ltd.

Led creative teams in advertising adaptation, improving brand messaging and resonance across diverse markets

1990 to 1994

2/1990
Frankfurt am Main,
Germany

Master of Arts

Modern Philology, Graduated with distinction



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