

Martin Scholz

+49 160 9075 5405
martin@scholz-familie.de
Heiligenberger Str. 4
10318 Berlin

Summary

Martin Scholz is the VP of Business Development for Searchmetrics. To grow Searchmetrics' international business, Martin leads strategic partnerships with global agencies and top-tier analytics and marketing software companies. He is also responsible for nurturing the company's expanding white-label and OEM opportunities as well the Essentials product line.

Prior to joining Searchmetrics in 2010, Martin oversaw business development for Axel Springer New Media International where he combined his business skills and interest in technology to create new opportunities for growth, both organic and through acquisitions

Martin graduated from HTW Berlin with a degree in economics and started his career in finance with a leading German bank.

Martin is concentrating on business development, building strong and substantial partnerships, extending the business into new areas (both geographically as well as product wise). He enjoys working in international environment in a SMB company with a strong team where decisions are pragmatic and not political.

Work Experience

VP Business Development at Searchmetrics GmbH, Berlin

March 2015 - Present

Part of executive leadership team, responsible for business areas contributing more than 15% of total company revenue and significantly supporting additional 10% through Partner Programs. Pragmatic and solution-oriented approach to face growth challenges in a start-up environment. Experienced in creating and implementing cross-departmental initiatives to drive business goals. Capable to design and optimize scalable processes to facilitate further growth.

Building and growing an international team based in the US, UK and Germany focussing on four main areas:

- Global and National/Multinational Agency Partnerships
- Strategic Partnerships (Technology, Solution, Data)
- White Label / OEM Partnerships
- Tier 2 country coverage (Essentials powered by Searchmetrics)

Director Business Development at Searchmetrics GmbH, Berlin

November 2010 – February 2015

Working on enhancing the strategic partnerships with other leading analytic and marketing software companies, winning "Best technology partner EMEA 2011" award by Adobe for Genesis integration, as well as with global agencies to internationalize the Searchmetrics Suite.

Established and grow business with the World's largest and most advanced agencies, introduced master service agreements with global agencies and growing revenues by >100% y-o-y in that field.

Creating new fields of business for the company, utilizing unique assets and resources of Searchmetrics, working on cross-department base closely with product management, development, marketing, sales, finance team. Pitching,

winning and executing white-label solution for a large international hosting company, including product concept, business concept, contract negotiation, technical specification and complete project management (including technical project management). Rollout in more than 10 countries.

Extended the OEM/White Label business by winning the largest hosting company and building a long-term strategic partnership, rolling out a state-of-the-art SEO tool for SMBs globally (40+ countries). Extending the concept for other target groups, achieving massive growth in end-users, contributing significantly to Searchmetrics' revenue growth.

Expanding into new distribution channels to generate new revenue streams for SaaS products (Searchmetrics Essentials), including concept and implementation (project management) for Searchmetrics Shop.

Freelance Consultant at binomsc - Scholz Consulting

May 2005 - Present

Consulting as industry expert for Expert network such als AlphaSights or Guidepoint Global.

Director Business Development at PR - Popularity Reference GmbH, Berlin

November 2012 - December 2012

Working with the owner to restructure and lift the company to the next level.

Manager Business Development New Media International at Axel Springer AG (AS International), Berlin

April 2007 - November 2010

Business Development (Make & Buy) for New Media (Internet) projects in Europa, especially CEE. Gained insights into various business models in the internet, helped to create own projects (start-ups) as well as acquire large companies (such as auFeminin.com).

Controller International Business Development at Axel Springer AG (AS International), Berlin

May 2005 - March 2007

Working as financial and project controller for the President Southern & Eastern Europe, supporting in planning, forecasting, reporting of 8 international subsidiaries. Supporting in all financial aspects of buy- (M&A) and build- (Business planning) projects in the print publishing business.

Project Controller International at Media Consulta International AG, Berlin

May 2004 - April 2005

Calculation and controlling of PR budgets (mainly European Commission or other public entities), of TV- and event budgets, integrated communication campaigns. Controlling of international subsidiaries.

Controller at Giesicke GmbH, Berlin

November 2003 - April 2004

Joined to support the architect in all financial questions of his real estate development business but it was already to late. Company was already out of cash.

Portfolio Manager Oil at ameo GmbH, Berlin

July 2002 - August 2003

Joined in a start-up situation, should become an energy consulting firm to provide support for real estate owners in the new deregulated energy market in Germany.

Consultant for Corporate clients (Treasury) at Dresdner Bank AG, Berlin

August 1995 - June 2002

Started with an apprenticeship (Bankkaufmann, 1995-1997)
Investment adviser (Retail banking) (1997-1999)*
Investment adviser (Private banking) (1999-2000)*
Consultant Treasury (corporate clients) (2000-2002)*
* Part-time (50%) parallel to University

Internship - Investment Research at Dresdner Kleinwort Wasserstein, New York City

August 2000 - September 2000

Internship in research team stock market (technology stocks)

Internship - Investment trusts at dit, Frankfurt/M.

August 1999 - September 1999

Internship in Marketing and Sales support team

Education

Fachhochschule für Technik und Wirtschaft Berlin

October 1997 - April 2001

Diplom-Kaufmann (FH), Economics, Financing and Invest, Bankmanagement

Languages

German (Native Speaker)

English (Fluent)

Russian (Basic Knowledge)

References

Tom Schuster, *SVP Field Services*, NewStore Inc.

Alan Boughen, *Global Head, Ecselis & SVP Global Search & Performance Director*, Havas Media Group

Jean-Baptiste Garnier, *Deputy General Manager*, GroupM Connect

Recommendations

"Simply put, Martin makes a big difference. He is an experienced leader who is supportive, motivated and always committed to his team. He provides great air-coverage for his troops by following a clear strategy utilizing the individual talent of each team member. A strong business acumen in combination with a healthy portion of pragmatism put Martin into a class of his own."

Peter Niemeyer, *Senior Manager Global Business Development*, Searchmetrics, reported to Martin at Searchmetrics

"I had the pleasure of working with Martin when he was the business development director and now as VP responsible for international strategic alliances. Martin is an exceptional marketer who brings an infectious enthusiasm to any project. He maintained effective and strong working relationships with both the partnership, his fellow business development colleagues and all of our other teams at Searchmetrics. I thoroughly recommend his work and look forward working with him in the future."

Dagny Koch, *Enterprise Sales Director DACH*, Searchmetrics, worked with Martin at Searchmetrics

"I can sum Martin as a unique blend of intellect and apathy. Martin seeks to gain relationships over transactional partnerships. His drive and accountability lend well to his skills in building new channels and revenue. What sets Martin apart is his knack for sustaining and growing relationships, I have met few folks in BD that can build and sustain relationships at a high level, Martin is surely one of those folks. I consider him a partner and a friend."

Raj Nijjer, *Senior Director of Product Management*, GoDaddy.com, was Martin's client

"Martin is a very goal focused business developer. His outstanding skills to build relationship and to communicate with his partners make him a pleasure to work with. These skills he also uses in negotiations, where he has a clear goal to create solutions that work best and for the profit of all parties. He is motivated and can hand this motivation over to his team. His know how is very broad and goes from project and product management over finances to technical knowledge. Martin is a smart all-rounder I can fully recommend."

Axel Landschoof, *CTO*, Catbird Seat, worked with Martin at Searchmetrics

"Martin was my main contact when we worked on setting up a technical partnership between AT Internet and Searchmetrics. Extremely focused and result oriented, Martin has a clear view of what is needed to achieve his business objectives. And he doesn't hesitate to move across Europe to get things moving !"

Yan Corneille, *Technical Architect*, AT Internet, was with another company when working with Martin at Searchmetrics

"Martin is a thoughtful, strategic thinking manager with excellent relationship management qualities. It was always a pleasure working with him as well when he was a client as also when he became a partner of the company I was working for."

Timo von Focht, was with another company when working with Martin at Searchmetrics

"Martin is an outstanding expert in a new media area, however his versatile skills and talents include also IT, media in general and strong financial and analytical background, making him one of most all-around managers/project leaders I've ever met. He's creative, open-minded and hard-working team player. But there's something really unique: contrary to what one can often observe in corporate structures nowadays, Martin is truly devoted to what he's doing. He's 100% engaged, committed, even passionate about his work and projects. This shall provide a great value to any of his employers in the future."

Aleksy Uchanski, worked directly with Martin at Axel Springer AG (AS International)

"Martin was in my team responsible for Eastern Europe and it was an honor having him in my team. He is a very hands-on manager and his learning abilities always surprised me. He was well accepted by the local CEOs and his no-bullshit attitude gained him a lot of respect with everybody. He managed our local businesses exceptionally well and created new businesses elegantly and successfully in many cases. With his financial background and technological understanding, which he developed significantly during his tenure in my team, he has a strong sought-for ability to understand the business drivers, plan from scratch and launch new media business within record-time. He not only knows the business drivers but also how to execute these to drive revenues and profits. His ability to concentrate on business drivers, planning and execution helped time and gain to conclude acquisitions as well as drive growth immensely. I would always hire him again, especially for difficult business environments and trust him completely in building, growing and running it. He is my *the* candidate for the position of a General Manager for small new media ventures or co-manager for medium sized ones."

Imdat Solak, managed Martin at Axel Springer AG (AS International)

"Martin is a digital-oriented manager who watches the balance sheet like a hawk without losing sight of the strategic objective. He is a reliable, in-time delivering, sharp and dynamic strategist. He has great skills and he is a very good problem solver."

Maurizio Barucca, was with another company when working with Martin at Axel Springer AG (AS International)