

Mathias Roth, curriculum vitae

Professional Experience

01/2008 - / today: Web development and consulting for business customers (SMEs)
In cooperation with graphic designers, advisers and other network participants

02/2010 – 05/2010: Project management - Selsin Limited, Mr. Sertan Akar, Berlin
Consultation of the owner, human resources, conversions in PHP5/MySQL/XHTML/CSS/JS

11/2005 – 11/2008: Foundation and enhancements of the Starthilfe-Berlin office
Starthilfe "GmdH" – Firmennetzwerk, the entrepreneurs network (see "References")

06/2005 – 11/2005: Cooperation with the company MBÜ Consult, Mr. Andre Arnold
Mediation of EC-terminals, cash-print systems and CC-acceptance contracts

02/2004 – 05/2005: Service Planet, distribution for POS-terminals and Pin-Print solutions
Office community at CNC Berlin, Mr. Silvio Schade. Sales Management, 8 – 15 employees

11/1995 – 05/2005: Independent regional enterpriser in the direct sales / marketing
Ranger Group, Ranger-Marketing GmbH, Heinrich-Hertz-Str.26a, D-40699 Erkrath.
Mediation of service contracts to SMEs (telephony, energy, Pay TV...),
Recruiting, trainings, on-the-job training, establishment of branches,
Product testing and launches, development of sales concepts.

05/1986 – 11/1995: Warehouse and fleet manager, scheduling and logistics
Fa. Davert Mühle, Reiner Welke GmbH, Ottmars-Bocholt b. Münster / Westf.

09/1982 – 04/1986: Fruit & vegetable wholesale Bielefeld, disposition and sale
Fa. Brinkmann KG, Mr. Werner Brinkmann, afterwards Fa. Wolfgang Wehmeyer.

09/1981 – 08/1982: Production and distribution of Tofu (products), nationwide trade shows
Fa. Auenland-Tofu, Chiemgau/Munich, Mr. Peter Wiegand. Sales development/cooperations.

03/1980 – 08/1981: Natural Food & Products Retail - Store manager, MRP fresh food
Fa. Kornkammer GmbH, Munich, Mr. Andreas Schwabe.

Further Education

02/2008 – 10/2008: All-day qualification at the cimdata Media Academy
Programming languages JS, AS/Flash, LINUX, PHP/MySQL, C++, Java plus Online marketing, parallel implementation of the theory in own projects.

School/Education

10/1979 – 02/1980: Apprenticeship in the reform field retail, vocational school and accompanying reform field school lessons in Munich.

09/1977 – 11/1978: Apprenticeship stonemason / sculptor and vocational school in Munich.

1971 – 1977: Math./Natural Sciences, Munich High School (inclusive 9th grade)

1967 – 1971: Elementary school in Munich-Perlach

Special Skills

Foreign languages: English (fluent), French (basics)

Operating Systems: WINDOWS XP & 7 (administration), LINUX & MacOS (as user)

Programming: XHTML/HTML5/CSS (experienced), PHP5, JS/AS, Java, C++ (basics)

Databases: MySQL

Products / Standards: MS Office, OpenOffice, Adobe CS4, SVN (Subversion), Eclipse (IDE)

Private Interests

Music from classical to hip hop, live, as notes, on the stream, as mp3

Active singer, songwriter and rhythm guitarist for many years

Organization of multi-cultural events, jazz sessions...

News from the IT world and market trends

Literature, art exhibitions, nature experience

Local and Global Politics

Project References

1.) Production, publication and optimization of web sites*

http://dsl-berlin.info	(WiMAX) broadband consulting, VoIP, mobile networks
http://uppereastside-berlin.de	District Portal for Berlin Friedrichshain-Stralau
http://starthilfeberlin.de	Network site, interactive platform
http://trade-service.eu	Trade Service, Consulting & Services in Marketing & Sales
http://sensibel-beraten.de	Cordula Roemer, seminars & consulting for HSP
http://jacob-boehme.de	"Jacob Böhme" Orthopädie-Schuhmacher GmbH Berlin
http://plainsheet.com	PlainSheet ...the next page, The Ghana Social Portal

2.) Project work with initiatives and public institutions in Berlin*

The Festival of Lights – Voll Stralau on 23.06.2006: Marketing campaign in the district for the business network. In cooperation with the local neighborhood and youth center, area marketing and public institutions. Financed by directly acquired sponsorship from local firms. Under integration of the Blacklight-artist's union "Sinneswandeln".

Marketing- and Sales Workshops for (Start-Up) entrepreneurs in 2007: Weekend seminars for founders of a new business, contents such as controlled chairmanship, AIDA, aspects of the physiognomy, opportunities in the guerrilla Marketing has been taught by 4 instructors.

Newsletter of the starthilfe – Firmennetzwerk 2006 – 2008: Publication by e-mail distribution list to more than 250 contacts in Business & Management.

LONEX commitment, cooperation with the urban Economic development 2006 - today: Network for the Start-Up consultation and support.

3.) Sales consulting, Sales reengineering, Telemarketing, Sales training*

Neil Grant, Music publisher 9a music, www.9amusic.de
Telemarketing - Band booking, address researches, data records amendment

Graffiti frei GmbH, GF Gerhard Schramm, www.graffitifrei.de
Telemarketing – scheduling, amendment of in-house data records

4.) Partnerships with service and product providers*

UOS United Online Services, Solutions for online payment:
www.united-transfer-vertrieb.de / www.united-online-services.ag

Paycom, cashless payments GmbH: www.paycom.de

BerlinDSL, Mr. Andreas Just, ALICE, Vodafone & NUON: www.berlindsl.de

T-Systems & Vodafone Business Partner in Berlin / Potsdam

trade service network, Mr. A.Kochmann, B2B: www.trade-service.net

consurge Innovation management, Mr. Stefan Kutter: www.consurge.net
Cooperation in Start-Up coaching and start-Office: www.office.trade-service.biz

FS Factoring, Mr. Christoph Meier, Mr. Werner Haas: www.fs-factoring.de
Capital-supply independent of bank for SMEs, European Factoring

axxus Wirtschaftsnetz, Mr. Jürgen Goretzki, Business listings: www.axxus.de

Various affiliate- and reseller distributors, link partners...

DBD Deutsche Breitbanddienste GmbH, WiMAX: www.maxxonair.de

Panoma, Mr. Alexander Lührs, industry exposés: www.strassen24.de

SBB Strombörse Berlin, Mr. Mario Manteuffel: www.stromboerse-berlin.de

**Project References 1-4:
Not a total list, just germane examples.*