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[radiosphere.de/blog/](http://radiosphere.de/blog/) (Blog)

## Top Skills

General Management  
Social Media Measurement  
Web Analytics

## Languages

Swiss German (Elementary)  
Englisch (Full Professional)  
German (Native or Bilingual)

## Honors-Awards

Taekwondo 1KUP 태권도  
American Senior Parachutist Badge  
(Mengen)  
FschJg Springerabzeichen Silber  
(Altenstadt)  
Brevet parachutiste (PAU)  
EKL 1 (Hammelburg)

# Heinz D. Schultz

BUSINESS DEVELOPMENT  
Stuttgart Region

## Summary

Schultz is a C level executive and Entrepreneur, with expertise in Digital Web Analytics and Social Media Monitoring software.

German citizen, with 38 years of international experience in General Management, Sales and Business Development, Schultz has started 3 businesses, conducted successful VC funding, and helped 3 established businesses to grow.

Most recently ran Systor AG Germany – Swiss Bank Corporation as MD. Previously responsible for Mindlab's DACH business, and sales operations. Schultz was responsible for RADIAN6's market entry in DACH via Mindlab's (2008-2011) strategic reseller agreement. Managed EMC New Media Group in Germany, \$52mil sales, 32 employees. Served as Director Financial Services at i2 Technologies.

Served as MD/SD for ATG and Blue Martini in Germany. Speaks German, English, Swiss German. Local Execution Switzerland (5 years), USA (6 years) / Europe (16 years)

### Special Areas:

General Management, Business Operations, Nationwide Sales Operations, International, EMEA, USA, Direct Sales, Indirect Sales Channels, Business Development, Business Strategy, Marketing, Established Company Growth.

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## Experience

RADIOSPHERE GmbH  
Business Development  
October 2012 - Present (8 years 3 months)  
Stuttgart | Berlin | Frankfurt

Transforming 18 years Social Media Monitoring competence to a fresh and highly motivated sales and consulting team. I'm supporting the firm with my

well developed network and entrepreneurial skills to become a leader in social media analytics, listening and engagement for the territory Germany, Austria and Switzerland. RADIOSPHERE supported the research project BaSiGo (basigo.de) during 2013/2015. Core competences are worldwide monitoring projects for international enterprises, NGOs, public safety, government organizations. Cyber Forensic via Dark Web Monitoring. Crisis management and risk prevention with predictive analytics. Our technology partners are Talkwalker, Echoscec, ScatterBlogs, IBM Watson, Tableau, KlipFolio, PMG, dirico.io, Observer.at and webhose.io

## TSSO The Social Sphere Observer

Owner

January 2012 - Present (9 years)

Germany

Media monitoring is indispensable in combination with web monitoring including deep- and dark-net. The biggest risk for companies is to see only a part of the web. Holistic risk management concepts are indispensable. TSSO is committed to you with a highly qualified team of specialists.

## SSB AUDIO Germany

Co Founder - Idea Maker

July 2014 - Present (6 years 6 months)

We are about to finalize the design of our ADICON - a special ADC (analog-to-digital audio converter) designed particularly for HiFi-enthusiasts - and thus probably for you.

There is one hurdle left: This device needs to be produced. And in order to take this hurdle we need your help! Let us know your interest in this project, give us a kick and become a backer as soon as we are on Kickstarter.com.

Early birds and backers will be rewarded for their engagement!

## Mindlab Solutions GmbH

7 years

Entrepreneur & Shareholder

September 2011 - January 2012 (5 months)

Esslingen am Neckar

Preparing and driving Mindlab's Social Media Monitoring and Listening Division for Social Media Analytics Branch. Expanding Social CRM and Social Analytics expertise in combination with high performance webintelligence systems. Ramp up new Business Unit for RADIAN6's (Salesforce) sales & consulting team in D-A-CH

## CEO

February 2005 - January 2012 (7 years)

I was in charge of Mindlab's company transformation and refocusing process. Mindlab was founded in 1999 as spin-off Fraunhofer IAO. Mindlab is focussing on the development of technologically outstanding applications, such as the suite of netmind® modules. From high performance eControlling web analytics to "closed loop" user adaptivity netmind® measures and improves the benefit of websites and intranets. Since February 2005 I was orchestrating the transformation process "Crossing the chasm" to move Mindlab into an Enterprise Software company. I implemented a US-origin sales methodology with strong pipeline qualification principles. The sales team now has had 3 major account managers, 2 sales associates, no presales. Major deals closed since my start are: Allianz Group worldwide, SevenOne media, PABO, DAB Bank, Telefonica O2 European wide, Deutsche Postbank AG, HUK24, Deutsche Bank, TUI, Festo, Roche, UBS, Smart and several +150k projects in the SME segment. Mindlab could triple it's revenue since my entry combined with continuous growth in customers and earnings. I sold my 28.5% shares in December 2011.

## RADIAN6 | Salesforce Marketing Cloud

RADIAN6 International Partner DACH Region

August 2008 - December 2011 (3 years 5 months)

Esslingen am Neckar

Mindlab was the first Strategic OEM Partner for RADIAN6 in Germany. In over 75 Social media Projects we delivered high-class strategic and operational services to Stock-listed Companies and SME's.

## Jedox

Member of the Supervisory Board

December 2008 - October 2009 (11 months)

Freiburg Germany

Jedox software enjoys superior customer acceptance across a variety of industries. Jedox BI users enjoy greater freedom, since they are able to shape the analysis, reporting and planning functions of the data they need. No more need to make extensive use of the IT department! What's more, Jedox users are empowered to edit relevant data individually and comprehensively. This is ideal for reporting and controlling; or for analyzing, monitoring, and planning sales, expenses, results, and liquidity. Even users with basic computer skills can now easily meet corporate demands for data planning, analysis, and reporting.

## ATG

### VP-Sales Germany

March 2003 - December 2004 (1 year 10 months)

I was in charge of ATG's going back to market strategy for Germany, Austria and Switzerland. The main focus is to rebuild the Sales organization with entrepreneurial skill set. The goal is to strengthen the entity with several reference customers in EMEA Central and drive the business back to success.

In the meantime I could sign and close seven significant deals with clients in our major segments – Telco, Financial Services and Commerce. (Deutsche Post World-Net, Deutsche Post eFiliale, DZ Bank, Heidelberg AG, TDC Sunrise, Techniker Krankenkasse, Bayerischer Rundfunk, EPCOS and others)

I was on track with my 100 days execution plan and looked forward to sign additional deals during Q4. Responsibility: Revenue 3.8 M Euro Software license plus 1.2 M Euro Service and Support including Professional Services, 6 Major Account Manager, 2 Sales, 2 Presales, 1 Professional Service, 3 Supporters. During the acquisition with PRIMUS, the US-investors forced ATG to cut down the worldwide sales operation by 70%. Europe closed down all subsidiaries and is delivering Sales- and software support from UK only.

## Blue Martini Inc. (now RedPrairie)

### Sales Director Germany

March 2002 - May 2003 (1 year 3 months)

I was in charge of Blue Martini's going back to market strategy for Germany, Austria and Switzerland. The main focus was to rebuild the organization with entrepreneurial skill set. The goal is to strengthen the entity with 5-8 reference customers in Germany and drive the business back to success. Blue Martini could sign and close one significant deal with clients in our major segment retail. Lufthansa Skyshop (Worldshop) was driven as reference project for Blue Martini, established trust during the short period I could work for Blue Martini. Blue Martini was sold in May 2004 and closed down any European Entity.

## i2 Technologies

### Director sales - Financial Services

January 1999 - March 2002 (3 years 3 months)

I was fully responsible for the European incubation of Financial Settlement Matrix, the payment and settlement platform for B2B marketplaces and enterprises. Working as entrepreneur with Deutsche Bank, Commerzbank, Dresdner Bank, ABN AMRO, Credit Suisse, UBS, FORTIS, BNP Pariba, HSBC and Citibank on European top level, together with ACCENTURE, I

facilitated the set up of the valuation and due diligence of this business model. The goal was to raise equity for the PAN European entity and jumpstart in October 2001. The project was calculated with 30 Mio EURO in software development, using offshore developer teams from 6 different countries. The Financial Settlement Matrix in USA was developed by i2 Technologies, ENRON and S1 but initially not planned for the European approach. My role was to ramp up the new business model, advise and orchestrate the US and European development team to attack the European market with products and functions of the European Financial Settlement Matrix. Contracts for project phase one (12 Million Euro) were signed, but ENRON, one of the main shareholders of FSMX filed for bankruptcy under chapter eleven. Finally, the project was stopped after September 11th and the market downstream in eBusiness for i2. Work examples in the form of detailed anonymous business plans are available.

## EMC

### VP Business Development New Media

January 1997 - January 1999 (2 years 1 month)

Hopkinton / Frankfurt

I was in charge of EMC<sup>2</sup>'s German New Business Development in all industries. EMC<sup>2</sup> Corporation, with 9,400 employees worldwide and over \$3.9 billion in annual revenue in 1998, was the world's leading supplier of intelligent enterprise storage and retrieval technology, designing systems for open system, mainframe, and midrange environments. EMC<sup>2</sup>'s Enterprise Storage products allow organizations to leverage their growing volumes of information into profitability and competitive advantage. EMC<sup>2</sup> is traded on the New York Stock Exchange under the symbol "EMC" and is also a member of the S&P 500 Index.

In addition to my role as VP BD, I was responsible for EMC<sup>2</sup> Stuttgart branch office (13.06.98 - 31.12.98), Revenue in district '98 = 51,93 \$M (Goal was 50\$M YTD), where I supervised 1 Business Developer, 8 Account Managers, 2 Sales Reps, 8 System Engineers, and 15 Customer Service Specialists.

The largest project in my career at EMC<sup>2</sup> was the complete evaluation, production and role out of CELERRA media server for Digital playout vendor Leo Kirch Beta-Digital and Beta research in Munich. The project revenue volume was 18 million USD in 1998. The idea was to replace Sony Digital recorders and tape robots with reliable EMC<sup>2</sup> storage systems. With this new business model, PREMIERE (Pay TV) has now been able to launch films on demand with only 8 minutes of preloads instead of 2 hours with Sony's system.

The project is still running and has been sold to more than 30 international broadcast companies such as CNN, BBC, SDR, SWF, or ZDF.

## Swiss Bank Corporation

### MD Germany

January 1992 - December 1996 (5 years)

For German SYSTOR business I served as Managing Director (MD) in banking, insurance and telecommunications. SYSTOR was the IT subsidiary of the Swiss Bank Corporation located in Basel, Zurich, Geneva and Frankfurt. In my function as Country Manager Germany MD, I was responsible for Business Development, Project Sales Office Germany, Customer Development and Engagement. I managed more than 30 people and played a decisive role in professional leads and project opportunity tracking. I held close partnerships with PEROT Systems and HCL project teams in SBC (Swiss Bank Corporation) and other major German projects with worldwide rollout. My largest project was the SIEMENS PN and OEN (private and public networks) worldwide helpdesk solution for 4500 technical engineers. The application was build with Lotus Notes and developed by SYSTOR project team and offshore developers in Bangalore / India. The project volume was 2.8 Million Deutschmark programming and 1.2 Million Deutschmark consulting. The project is still active in Siemens organization.

## USUS Management Beratung

### CEO

November 1989 - December 1992 (3 years 2 months)

As the founder of "USUS Consultants Gesellschaft fuer Managementberatung mbH" in Freiberg, I developed MIS workbench, interfaces for SAP R/2, spreadsheets for CS and Hosts. I was responsible for sales, marketing and research. USUS was approved and certified SAP businesspartner I also founded "USUS Softhaus GmbH" for the distribution of MIS tools and spreadsheet compilers. I am license holder for German spreadsheet compiler Visual Baler and Baler XE. Revenue 4.5 Million Deutsch Mark in 1993, 24 employees. Trade sale 1993 (2.4 Mio DM)

## ITT

### Controller

January 1981 - October 1989 (8 years 10 months)

Großraum New York City und Umgebung / Stuttgart

As credit manager and credit controller for ITT Elkose GmbH, I developed a PC-based credit scoring system to audit credits in large multinationals.

The tool is still in use in several of ITT's European credit departments. Core competence of the tool is the business case simulation in the credit process. Here I was responsible for 38 people.

- I achieved the second place for cost reducing activities through credit scoring tool in ITT's Quality Award, July 1988.
- I was a member of German ITT and SEL audit team for import-export administration.
- I served as project leader for host based controlling systems in ITT Germany

I had the chance to work for six month in the team of Mr. Araskog, chairman and chief executive ITT New York. This program was sponsored by Arthur Andersen. We set up the basics and rules for an international host and client server based controlling system. My part in ITT's headquarter was to audit the feasibility studies for Mr. Araskog and support the decision making process. After the sponsoring program, I decided to move to ITT US and won the program "In search of excellence", a 2-year fulltime scholarship to study at the Harvard Business School in Boston, MA, USA.

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## Education

Harvard Business School

MBA, Economics · (1986 - 1989)

Universität Stuttgart

Dipl. Betw., Economics · (1983 - 1986)