

Dear Madams and Sirs,

16 years of leadership roles in C-positions and as founder have prepared me well for the challenges of a leadership position in today's tech and startup environment.

My three key areas **Leadership, Asia Network** and **Tech** along with my agile and versatile character, can provide projects and organisations with high-level, strategic leadership that will ensure maximum resource utilization, increase shareholder value and develop or establish strategic visions for the organization's future. My entrepreneurial key strengths include, but are not limited to; working within complex environments, bringing theoretical business- and tech-models to life, cultivating/building company culture, build harmonic teams and realize substantial revenue enhancements.

My cross-industry future-tech-expertise reaches from blockchain over media-tech and 3D/CGI, IoT, big-data and machine learning to brain-machine-interfaces has not only made me a valuable asset in integrating these in interim projects but also gave opportunities to speak on a number of international conferences.

A wide range of high-level knowledge in tech stacks did allow me to perform as CTO and system engineer to design and incentivise workflows between human and technology. Aside from my technical competencies I am a practical person, moving quickly on to prototyping after carefully considering, but not overthinking, all options. On a personal level I am not afraid to ask questions, communicate challenges or seek assistance. Generally, I listen first, before i make decisions.

Through my international background with 13 years of company-building experience out of Shanghai, i have gained a significant network in the area of investors, start-up founders and media throughout many Asian countries. This was recently leveraged by the Berlin Senate of Economy and Energy in making me an Ambassador for their Startup Asia Berlin (SUAB) Network.

I greatly appreciate you taking the time to review my application and I eagerly look forward to hearing from you in regards to an interview.

Sincerely,

Marten Rauschenberg

Contact

martenrauschenberg.com

[LinkedIn](#)



Marten Rauschenberg

Consultant
CEO / CTO
Interim Manager
Digital Transformation

martenrauschenberg.com

[LinkedIn](#)

[Contact](#)

Berlin

Languages:

- Native German
- C2 English
- B2 Mandarin

Tech:

- System Engineering
- Low-Coding
- Rapid Digital Prototyping
- Data Mining
- HTML/CSS/PHP/JS/RegEx

Tech-driven entrepreneur passionate to create companies and value focused workflows.

Core assets:

- 15 years leadership experience as GM, CEO and CTO in SME and Start-ups
- Business- and Tech- experiences in all major tech areas like IoT/I4.0, big data, SaaS, blockchain, 3D-rendering, VR/AR/MR and machine learning
- 8 years experience as low-coding system architect and rapid prototyping
- Valuable business network throughout Asia from being 13 years based out of Shanghai

Deployment areas:

- Implementation of digital business models within non-digital organizations
- Setup of digital lab's, incubators or startup relations within industry and non-startup companies
- Implementation of future visions for tech, business models, products and organizations
- Build Germany offices for Asian companies
- Support Asia-specific ventures within western companies
- Temporary CEO / CTO Positions

Leadership:

- Executive Leadership
- Development of digital business models
- HR / Team building / Team healthiness
- Application of lean startup models
- Cultivating/building company culture
- MVP Development
- maximize resource utilization
- establish strategic visions

Asia Network:

- Investors, Founders, Startup Ecosystem Builders throughout Korea, China, South-East Asia and Berlin
- Ambassador for Startup Asia Berlin (SUAB) Berlin Senate Department for Economics, Energy and Public Enterprises

Positions & Projects

shitcoingraveyard

CTO

Berlin, GER
Sept 2018 - Dec 2019

Startup Shitcoingraveyard is a community driven rating engine for crypto currency assets built on a mix of data-analytics and decentralized expert rating.

Responsibilities:

- leading dev-team
- designed all rating engines incl stakeholder incentivization modelling of decentralized approach
- designed prediction market mechanics
- designed and implemented customized CMS including publishing workflow and API-integrations
- designed cloud-based data-analytics and data-mining
- engineered and implemented all internal structure (ERP-system)
- sourced and onboarded core-partnerships to Korea through personal Asia network

Startup Asia Berlin

Ambassador

Berlin, GER
March 2018 - present

SUAB (Startup Asia Berlin) is an initiative by the *Senate Department for Economics, Energy and Public Enterprises* to connect the Berlin Start-up Ecosystem to counterparts in Asia.

As SUAB Ambassador Marten consults and promotes SUAB and gets in frequent contact with governmental partners, investors, start-ups and ecosystem-builders throughout China, Korea, Japan, Indonesia, Singapore, India, Thailand, Hong Kong, Philippines, Vietnam, Malaysia and Berlin.

Responsibilities:

- consult on tech-related issues
- consult on future-tech
- plan and co-organize the Asia-Pacific Week
- connect through professional network

BlockRate.org

Researcher &
Protocol Architect

Berlin, GER
January 2018 - July 2018

Project BlockRate resulted in a research white-paper that describes a decentralized rating market designed as smart contracts on the blockchain to rate cryptocurrencies through a DAO.

Responsibilities:

- design decentralized governance
- design rating engine
- design stakeholder incentivization
- writing of actual paper

SOOOM

Founder &
System Architect

Berlin, GER
July 2016 - Dec 2019

Soom is a 3D-animation production-house servicing B2B industrial clients from the US, China and Europe with photo realistic animations.

Responsibilities:

- vision, strategy and executive leadership
- leading of distributed project teams within 20+ countries
- digitized business-logic and decreased overhead-cost towards competitors to less than 10%
- built automations that increased productivity of project managers by 35%
- design, low-coding, testing and implementation of the entire ERP-system using Podio, PHP and Globiflow
- incorporation of Czech S.R.O. and a German branch
- Setup of international marketing network
- holder of 85% equity, currently board-member but not active in operations any more

Consulting

Adviser & Mentor
2016 - present

Freelance Assignments for companies in creative industry, advertising and blockchain with company building, ideation and workshops.

Some projects:

- Colocation GmbH Bremen (Advertising Consultancy)
- Concept M Research & Consulting GmbH (Ideation for Novartis)
- Delio Korea (Cryptocurrency Consulting)
- Berlin Senate Department for Economics, Energy and Public Enterprises (Tech Support, Startup Network, Event Planning)
- Mentor younger entrepreneurs and advise projects and startups.

Public Speaking

Keynote Speaker &
Moderator
2016 - present

On conferences, public
events and workshops.

Some recordings:

- "[Approaching Singularity](#)" in Shanghai, 2016 [ENG]
- "[Singularity](#)" at SAP Berlin with people of the Berlin Senate of Economy [GER]
- "[Brain-Computer Interfaces](#)" at De:Days Mallorca [ENG]
- "[DAO's and the future of Work](#)" [ENG]

The Loop CGI

Founder & Operations

Shanghai, CN
Jan 2007 - Jan 2015

3D-production house of
The Loop Network.

Responsibilities:

- from 2006: research and setup of the entire 3D/CGI-pipeline within The Loop Studios
- Company Setup in Shanghai's competitive advertising market with 51% company ownership.
- CGI/3D Project Management, recruitment, Account Director, render-farm hardware design
- from 2010: operations as general manager, scaling team from 2 to 15 people in one year.
- from 2011: added motion picture department and became the most advanced brand in CG-productions in China's automotive and advertising industry
- Partner Jen Halim and Marten sold the company end of 2014 with a 25 people team.

The Loop Studios

Project Manager

Shanghai, CN
March 2003 - Aug 2009

1000sqm photo/film
studio in an ex-military
airport hangar.
Specialization on
automobile with clients
like VW, General Motors,
SIAC and others.

Responsibilities:

- Studio design and setup
- Vision, Strategy and Team Lead
- Key Account Management
- setup a marketing-agency that sold German car photographers services to Chinese clients
- International relationships and partnerships
- 49% ownership

The Loop Productions

Producer

Shanghai, CN
Feb 2005 - Aug 2012

Setup of strong
production team focused
on helping international
clients to produce in
China,
Clients included BMW
(5-series long), Volvo
(S80), Siemens (4 different
departments), Apple,
Morgan Stanley, Roland
Berger and many more.

Responsibilities:

- Project Management and Executive Film/Photo Producer leveraging knowledge over Chinese markets plus strong networks to Europe's advertising agencies.
- Cultural Catalysator between China and Western Teams
- Organisation, castings, customs handling of equipment, location scouting, highway/roads permits/blocking, negotiations with China's government officials and police, handling celebrities and models, security for secret prototype cars

Freelance

Photographer

Shanghai, CN
Mar 2003 - Aug 2006

Freelance Assignments in
Chinas dynamic and
young advertising market

Specialisations:

- Fashion, Beauty and Celebrities
- Transportation and Cars

Hamburg & Berlin, GER
Nov 1999 - Feb 2003

Freelance Assignments in
Germany's Magazine and
Fashion Landscape

- Learned how to develop actual film
- Learned photoshop in 2000
- Developed a distinct visual language consisting of composings and model/fashion photography that was recognized among German magazines of the time.