

# Nicole Meissner



## Resume

An energetic and creative senior executive, with significant experience in company foundation, turnarounds, and management, whilst specializing in marketing, product management, investor relations, and operational excellence. Seeking and looking forward to the next challenge in my career, backed up by an exceptional academic and professional career history. I welcome the opportunity to provide you with additional information or discuss a specific project.

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## PROFESSIONAL EXPERIENCE

**2004 - Present**      **Synchronica plc, Kent, U.K.**  
**Chief Marketing Officer**

**Co-Founder** of Synchronica plc, building it from a two-person operation to an international mobile technology company with five global offices and 80+ staff members. Synchronica develops and markets an award-winning suite of advanced, standards-based software products for mobile devices to cover client provisioning, automated hotlines, firmware updates over the air, mobile data backup and restore services, and an enterprise solution to cover productivity increase and mobile security.

- Directing a multi-functional team with major reports in the areas of product management, project management, marketing, technical writing, investor relations, and market and device research
- Contributing to company strategy and managing ongoing tactical activities, acting as both CMO and COO
- Controlling an annual budget of GBP 1.5 million
- Driving the complete marketing mix, including publishing press materials, sales collateral, company web site and market releases, along with organizing participation in trade shows (e.g., GSMA Mobile World Congress), specialist technology conferences and company-sponsored events
- Obtaining radio, television, web, and press coverage for company activities and attaining awards for both marketing and products

**2003 - 2004**      **ASDIS Software AG, Berlin**

### **Senior VP, Product Management and Marketing**

- Directed people and activities in the areas of press / media and marketing, including investor relations
- Devised product strategy, created business plans, and managed product management tasks, including requirements, specifications, development oversight, pricing, go-to-market strategy, and marketing
- Launched a completely new product line, which drove a turnaround in the company's fortunes from EUR 0 sales to EUR 5 million sales

**2001 - 2003**

### **PEPPERMINT Financial Partners, Berlin Director of Marketing & Business Development**

- Marketed and developed business for twelve companies in the fields of information and communication, biotechnology, and consumer products
- Conducted fundraising with the CEO and managed investor relations for the funds
- Investment Manager, Information & Communication
- Managed professional services and internal IT for the PEPPERMINT Group
- Devised investment strategy for the PEPPERMINT Group in the sector of information and communication
- Acquired, financed, and monitored startup investments in IT companies in Germany
- Developed business models and effected corporate planning for companies in the portfolio

**2002 - 2003**

### **PEPPERMINT Group Interim VP, Marketing Sales / Business Development, Weblicon Technologies AG, Berlin**

- Formulated company strategy with the CEO
- Built the operating structure of the company
- Built the sales teams and a reseller agreement with Sun Microsystems for the product line Calmeno
- Marketed the product lines Weblicon, SyncML, and Calmeno
- Conducted corporate planning and investor relations (closed two rounds of financing EUR 10 million with international investors)
- Managed ten employees

**1999 - 2000**

### **Econa AG, Berlin Director of Business Development and Marketing**

**Co-Founder** of the first European startup incubator

**Co-Founder** of the online auction versteigern.de and the marketplace myToys.de

- Developed business through investor relations activities and the planning and implementation of programs to acquire partners
- Performed marketing and PR, producing business and pricing models, marketing strategy, and the introduction of category management
- Achieved trade sale in 2000 (Axel Springer AG)
- Managed 20 employees

**1998 - 1999**

### **Siemens AG, Erlangen / Munich International Press Officer**

- Organized press conferences, trade fairs, public relations activities, and marketing publications for Siemens Medical Solutions worldwide

**1992 - 1994**

**Radio Ramasuri, Amberg  
Founder and Managing Director**

- Managed one of the first privately held radio stations in Germany with 30 employees

**1991 - 1992**

**Süddeutsche Zeitung, Weiden  
Editor**

**Director of New Business**

- Set up the newspaper Ozveny in Prague, Czech Republic, with 20 employees

**Editor and Anchor**

- Worked with several newspapers, magazines, TV, radio stations, and the German press agency (e.g., dpa, Frankfurter Allgemeine Zeitung, Petra, Bayerisches Fernsehen) as editor and anchor

**Marketing Consultant**

- Developed marketing concepts, PR strategies, PR articles, corporate web sites, trade fairs, and roadshows for IT and consumer companies

**EDUCATION**

**1994 - 1997**

**University: Friedrich Alexander University, Erlangen-Nuremberg  
Duke University, North Carolina**

- Graduate School: Departments of Economics, Political Science, and Media
- 1993 Scholarship of the German Academic Exchange Service, Free University of Vilnius, Lithuania
- 1995 - 1996 Scholarship of the German Academic Exchange Service, Duke University, North Carolina
- 1996 Scholarship of the German Academic Exchange Service, Academia Atlantica, Quito, Ecuador
- Degree: A-levels, Master (Grade: 1,0)

**1989 - 1991**

**Traineeship: Süddeutsche Zeitung GmbH, Weiden**

- One of the biggest European publishing houses
- Junior editor in the departments of politics, economics, fine arts, and local news
- Assignments abroad in Egypt, Greece, and Czech Republic

**1988**

**School: Max Reger Gymnasium, Amberg**

- Boarding school for gifted pupils in Bavaria
- Degree: A-levels, Abitur

**ACADEMIC EXPERIENCE**

**1998**                    **University Koblenz**  
**Managing Director** at the Ada Lovelace Project for Women in Information  
Technology

**1997 - 1998**           **Johannes Gutenberg University, Mainz, Free University, Berlin**  
**Assistant Professor** at the Department of Political Science

**1994 - 1997**           **Friedrich Alexander University, Erlangen-Nuremberg**  
**Tutor** at the Department of Political Science

**1992**                    **Theatre of History, Weiden**  
**Managing Director**, responsible for the production Stadtschauspiel with a  
budget of EUR 2 million and 250 actors

**OTHER**                ITIL Foundation Certificate, IT Service Delivery

**LANGUAGES**        English: Fluent  
German: Native  
Spanish: Good  
Lithuanian: Basic