



Curriculum Vitae

Name Matthias Gerstl, BSc
 Date of birth 3rd Dec, 1990
 Citizenship Austria
 Adress A-1050 Vienna
 Mobile +43 676 95 888 41
 Mail hello@matthiasgerstl.com
 Web https://matthiasgerstl.com

Experience

Digital Project **AIR LIQUIDE AUSTRIA GmbH | Gas & Plant Industry**

Manager Participant of the Air Liquide Leading Excellence Trainee Program (ALLEX-Candidate)

Apr 2017 - present

Sales Excellence & Competitive Intelligence | Industrial Merchant

Digital Transformation, Customer Portal Deployment, Lead Generation, Lean Management, CRM, google hopping-Adwords-Analytics, Social Media Marketing, Conception & Execution of Landing Pages

Project Manager **NWE Cluster Core Transformation - AIR LIQUIDE BENELUX | Large Industries**

Feb 2018 - Jun 2018

Expat mission in Brussels, Belgium

Lead 3-days Workshop with als plant site ambassadors, Gap & Risk-Analysis for eSafetyOnboarding & eWorkPermit incl. Mock-ups & full Project Plan, Reviewed & established Strategic Framework for Roll-Out

Founder & Owner **artrective.com e.U. | eCommerce**

Oct 2016 - ∞

maccias.com | Digital Project Manager

Promotional Video- & Photography, Execution of Customer Centric Digital Marketing Campaigns, Omni- & Multichannel Product Advertistment, High Performance Conversion Management

Aug 2013 - ∞

artrective.com | eCommerce Manager

Product & Project Management, Administration Back Office, Social Media Marketing, google AdWords, Search Engine Optimization, Product & Advertising Photography, Content Management, Conception & Execution of Marketing Campaigns, Customer acquisition

Intern **Boso GmbH & Co KG | Medical Technology**

Jul 2013 & Jul 2012

Maintenance of Sphygmomanometer, Documentation & Reporting, Logistics

Intern **Josef Manner & Comp AG | Food Technology**

Jul 2010 - Aug 2010

Manufacturing & Maintenance, Seasonal Packaging, Commissioning

Intern **Boehringer Ingelheim RCV Austria GmbH | Biotech**

Jul 2008 - Aug 2008

Validation of Software Roll-Outs, Evaluation & Improvement of Thin-Client Architecture

Jul 2007 - Aug 2007

Commissioning & Commodities Management of Pharmaceuticals

Education

Bachelor of **Bioengineering - Bioinformatics** Science in Engineering

FH Campus Wien - University of Applied Sciences, 1100 Vienna

extra occupational

Molecular Genetics, Genome Editing, GMP & Quality Management, Downstream Processing, Bioprocess Engineering, Micro- & Cellbiology, Biological Analysis, Fermentation & Laboratory Practicum „Functional Transformation“, Python 3.5 Software Development

Aug 2013 - Jun 2016

Bachelor of **Biomedical Engineering - Canceled**

Science

FH Technikum Wien - University of Applied Sciences, 1200 Vienna

full time

Medical Physics, Systemic & Topographic Anatomy, Organic & Polymer Chemistry, Biomedical Software Development

Sep 2012 - Jun 2013

Engineer (Ing.) **Industrial Engineering - Technical Processmanagement**

Sep 2006 - Jun 2011

HTBLVA for Textile Industry & Data Processing, 1050 Vienna

Product Management, Product Development, Project & Process Management, Quality Assurance, Business Economics, Marketing & Controlling, Statistics, Installation & Inspection Engineering, Ressources & Environmental Management

Skills

Salesforce



Illustrator



InDesign



Photoshop



Premiere Pro



Python 3.5



Interests

Photo- & Videography | Contemporary Art | Traveling | Technical Climbing

Languages

German | 1st Language

English | Fluent

Thai | Basics

Lean Management

Green Belt verified

Driver Licence Class B

Travel Readiness 100%





eSafety applications & Value CoCreation | Expat Mission

- » organized & led a 3-days workshop with over 25 site ambassadors from NWE cluster
- » delivered 2 gap-assessments incl. risk analysis for the roll-out of eSafetyonboarding & eWorkPermit
- » achieved full on-boarding commitment from enduser set up full project management plan and delivered results in time - & over expectation
- » summarized achievements of existing value coCreation
- » provided full explanation how to understand & apply value coCreation
- » established strategic framework for applying VC on other customers



Gas Safety Training | Online Shop

- » deployed, managed and led roll-out of landing pages for Germany & Austria
- » analyzed customer journey by using heat maps & tracking tools
- » established a market leading one-stop online shop with automated pdf-ticket generation
- » Implemented smart shopping cart with price rules and voucher code
- » created a connection between online-shop and tickte management app
- » promoted safety trainings with e-mail newsletter campaign
- » Newsletter opening rate: >39%, click rate: >8% (Industry average: 15%, 3%)
- » established strategic framework for applying VC on other customers



Youtube Influencer Marketing Campaign | Growth Hacking

- » established long-term collaboration with the leading DIY influencer on youtube within the german-speaking area
- » analyzed & deployed complete sales journey for ALbee gas
- » offer in Germany & Austria negotiated sponsorship & product placement with influencer
- » implemented voucher-campaign incl. customer data collection process
- » positive ROI achieved within 16 days
- » published 2 review videos with currently over 30,000 views
- » Newsletter opening rate: >39%, click rate: >8% (Industry average: 15%, 3%)
- » established strategic framework for applying VC on other customers



Customer Centric eServices | Conversion Management

- » deployed, managed and led roll-out of landing pages for Germany, Austria and Switzerland (CWE Cluster)
- » established a customer data collection process through high conversion utilized landing pages
- » landing pages manage opt-in for eInvoice, eDelivery Notes, eClaim and customer portal conversion
- » crosslinked sections to use any single customer touchpoint
- » UX-enhanced one pages with triple data back-up
- » compliant with General Data Processing Regulation (GDPR)
- » endurance supported by SSL-encryption, responsive design, reCaptcha protection and heatmap analyses

University of Applied Sciences FH Campus Wien

Diploma

The University of Applied Sciences Council awards

Matthias Gerstl

born on December 3rd, 1990 in Vienna, Austria,
citizen of Austria,
student of the bachelor degree programme

Bioengineering
(study code 0539)

who successfully passed the degree examination on June 23rd, 2016,
at the University of Applied Sciences
FH Campus Wien

pursuant to § 6 para. 1 of the University of Applied Sciences Studies Act - FHStG,
Austrian Federal Gazette No. 340/1993, as amended,
the academic degree

Bachelor of Science in Engineering

abbreviation

BSc or B.Sc.

Vienna, July 8th, 2016

On behalf of the University of Applied Sciences Council:
The chairperson of the University of Applied Sciences Council



FH-Prof. Dr. Barbara Bittner

**SPONSIONS BESCHIED
CERTIFICATE OF GRADUATION**

Das Kollegium der Fachhochschule Campus Wien verleiht
The University of Applied Sciences Council awards

Matthias Gerstl

geboren am 3. Dezember 1990 / born December 3rd 1990
Staatsbürgerschaft: Österreich / citizen of Austria

der durch Ablegung der abschließenden Prüfung am
23. Juni 2016 den FH-Bachelor-Studiengang
„Bioengineering“, Studiengangskennzahl 0539
ordnungsgemäß abgeschlossen hat, gemäß § 6 Abs
1 FHStG, BGBl. Nr. 340/1993, idgF,

who successfully passed the degree examination on
June 23rd 2016, of the bachelor degree programme
„Bioengineering“, study code 0539 pursuant to § 6
para. 1 of the University of Applied Sciences Studies
Act - FHStG, Austrian Federal Gazette No.
340/1993, as amended,

den akademischen Grad
the academic degree

**„Bachelor of Science in Engineering“
(„BSc“ - „B.Sc.“)****Rechtsmittelbelehrung:**

Gegen diesen Bescheid ist gemäß § 10 Abs 6 FHStG,
BGBl. Nr. 340/1993, idgF, eine Beschwerde beim
Bundesverwaltungsgericht zulässig. Sie ist innerhalb
von vier Wochen ab Zustellung bei der belangten
Behörde (Kollegium der Fachhochschule Campus Wien)
einzubringen.

Explanation on right of appeal:

This decision may be appealed against at the Federal
Administrative Court in accordance with § 10 para 6
FHStG, Austrian Federal Gazette (BGBl.) No. 340/1993,
as amended. The complaint is to be filed within four
weeks after delivery at the relevant authority
(University of Applied Sciences Council of FH Campus
Wien).

Wien, am 8. Juli 2016

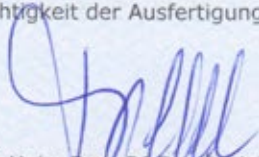
Vienna, July 8th 2016

Für das Kollegium / On behalf of the University of Applied Sciences Council

FH-Prof. Dr. Barbara Bittner eh.

Leiterin des Kollegiums der Fachhochschule Campus Wien
Chairperson of the University of Applied Sciences Council

Für die Richtigkeit der Ausfertigung:



(Hon.-Prof. Univ.-Doz. DI Dr. Rudolf Friedrich Bliem)



Personenkennzeichen

1310539021

Studiengangskennzahl

0539

Bachelorprüfungszeugnis

<p>Vorname(n), Familienname</p> <p>Matthias Gerstl</p>	<p>Geburtsdatum</p> <p>3. Dezember 1990</p>
<p>FH-Bachelor-Studium</p> <p>BIOENGINEERING</p>	
<p>Gesetzliche Grundlage</p> <p>Gemäß § 6 Abs. 1 des Bundesgesetzes über Fachhochschul-Studiengänge (Fachhochschul-Studiengesetz – FHStG), BGBl. Nr. 340/1993, idgF</p>	
<p>Thema der Bachelorarbeit</p> <p>Artificial breeding of fungal species with an RPi controlled incubator</p> <p style="text-align: center; font-size: 2em; opacity: 0.5;">Republik Österreich</p>	
<p>Gesamtbeurteilung der kommissionellen Bachelorprüfung¹⁾</p> <p>mit gutem Erfolg bestanden</p>	

Wien, 23. Juni 2016

Vorsitz des Prüfungssenates



Dr. Michaela Zeiner
Dr. Michaela Zeiner
Engineering

¹⁾ Gesamtbeurteilung: mit ausgezeichnetem Erfolg bestanden, mit gutem Erfolg bestanden, bestanden, nicht bestanden

HÖHERE BUNDES- LEHR- UND VERSUCHSANSTALT FÜR
TEXTILINDUSTRIE UND DATENVERARBEITUNG

WIEN V, SPENGERGASSE 20

Schulkennzahl: 905417

DVR: 0064301

Zahl des Prüfungsprotokolls: 5/2011/5BHBMZ

Schuljahr 2010/2011

Reife- und Diplomprüfungszeugnis

Gerstl Matthias

Familien- und Vorname(n)

geboren am 3. Dezember 1990, hat sich an der

**Höheren Lehranstalt für Betriebsmanagement
Ausbildungszweig Technisches Prozessmanagement**

dieser Schule vor der zuständigen Prüfungskommission gemäß den Vorschriften der Verordnung des Bundesministers für Unterricht und kulturelle Angelegenheiten über die abschließenden Prüfungen in den berufsbildenden mittleren und höheren Schulen, BGBl. II Nr. 70/2000, in der geltenden Fassung, der

Reife- und Diplomprüfung

unterzogen und diese

mit ausgezeichnetem Erfolg bestanden.

Gesamtbeurteilung: mit ausgezeichnetem Erfolg bestanden, mit gutem Erfolg bestanden, bestanden, nicht bestanden.

Die Leistungen in den Prüfungsgebieten der Reife- und Diplomprüfung wurden wie folgt beurteilt:

Prüfungsgebiete	Beurteilung
Deutsch	Gut
Angewandte Mathematik und Fachtheorie Statistische Methoden des Qualitätsmanagements	Befriedigend
Diplomarbeit Instandhaltung	Sehr gut
Wahlfach Religion	Sehr gut
Schwerpunktfach Technisches Prozessmanagement	Sehr gut
Komplementärfach Angewandte Informatik	Sehr gut

Republik Österreich

Wien, am 22. Juni 2011

Für die Prüfungskommission


MinR Mag. Gabriele Winkler-Rigler
Vorsitzende


DI Walter Zlabinger
Abteilungsmitglied




Mag. Therese Betzler
Jahrgangsvorständin

Beurteilungsstufen: Sehr gut, Gut, Befriedigend, Genügend, Nicht genügend