



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

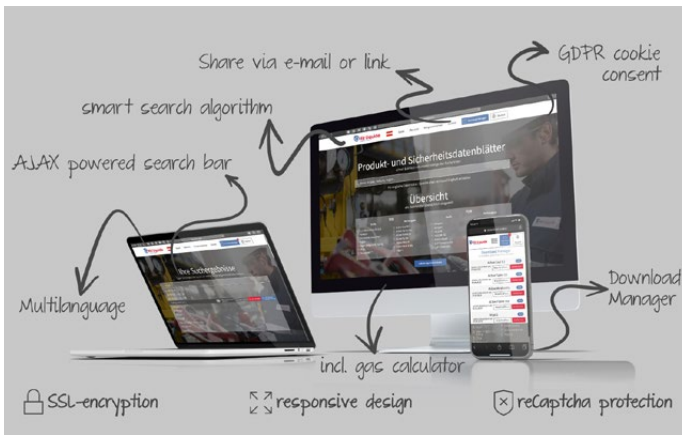
- Global eCommerce Manager** **voestalpine High Performance Metals AUSTRIA | Steel Industry**
 Strategic Marketing Department
 May 2019 - present
 Manages world wide roll-out of the *Digital Store Front* shopping platform, Manages roll-out of heat treatment app available for iOS & Android, Manages external agencies for code development & deployment, Manages constant improvement & optimization of User Experience, Maintains GDPR compliance
- Digital Project Manager** **Air Liquide AUSTRIA | Gas & Plant Industry**
 Graduate of the Air Liquide Leading Excellence Trainee Program
 Apr 2017 - Mar 2019
 Sales Excellence & Competitive Intelligence | Industrial Merchant
 Digital Transformation, Customer portal deployment, Lean management, CRM (Salesforce), google Shopping-Adwords-Analytics, Social media influencer marketing, Conception & Execution of Landing Pages
- Digital Project Consultant** **HR & People Development - Air Liquide FRANCE | Large Industries**
 Expat mission in Paris, France
 Feb 2019 - Mar 2019
 Designed, sent-out & analyzed a survey for user experience of 2 applications, delivered a gap-assessment incl. mock-ups for roll-out of Learning Management System. Presented results based on aggregated data & survey and action plan to SWE-Cluster team. Trained team colleagues on new applications in preparation action plan
- Digital Project Consultant** **NWE Cluster Core Transformation - Air Liquide BENELUX | Large Industries**
 Expat mission in Brussels, Belgium
 Feb 2018 - Jun 2018
 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**
 May 2019 - ∞
iphonexxtreme.com | eCommerce Manager
 Concepted and rolled out an 1-click online shop for waterproof diving cases providing apple pay check-out, Execution of customer centric digital marketing campaigns on social media, Content video- & photo production
- Oct 2016 - ∞ **maccias.com | Digital Project Manager**
 Promotional video- & photography, Execution of customer centric digital marketing campaigns, Omni- & multichannel product advertisement, 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

Education

- Bachelor of Science** **Bioengineering - Bioinformatics [GPA 3.0]**
 in Engineering
 extra occupational
 Aug 2013 - Jun 2016
 FH Campus Wien - University of Applied Sciences, 1100 Vienna
 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
- Engineer (Ing.)** **Industrial Engineering - Technical Processmanagement [GPA 3.5]**
 Sep 2006 - Jun 2011
 HTBLVA (Higher Vocational School) 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

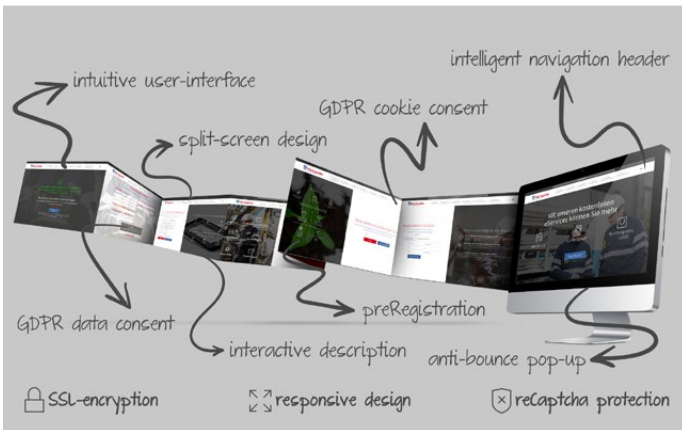
Skills	Salesforce ●●●●●○	Illustrator ●●●●●○	InDesign ●●●●●○	Photoshop ●●●●●○	Premiere Pro ●●●●●○	Python 3.5 ●●●●●○
Interests	Photo- & Videography Contemporary Art Traveling Technical Climbing					
Languages	German 1 st Language		English Fluent		Thai Basics	
Lean Management	Green Belt verified		Driver Licence Class B		Travel Readiness 100%	





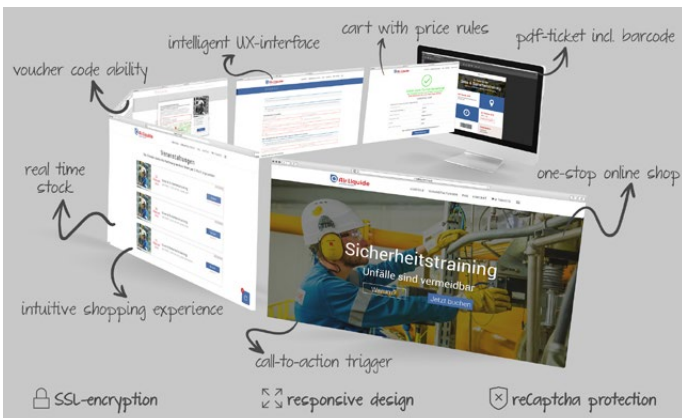
Customer Datasheet Library | Download Landing Page

- » conceived, managed and led roll-out of datenblatt.online
- » established the leading download landing page for datasheets
- » implemented a smart search algorithm (title + doc content)
- » added a UX-optimized Download Manager, so users can share their datasheet collection via link or e-mail
- » page supports multi-language as well for datasheets
- » with the easy to use gas calculator, so users are able to convert gas volumes in weight
- » datasheets will be maintained in back-end by categories, tags and types - this offers optimization for search results
- » achieved General Data Processing Regulation (GDPR) compliance with leading best-of-class solution



Customer Welcome Journey | Data Collection

- » deployed, managed and led roll-out of welcome-kit.at
- » established a customer data collection process through high conversion utilized landing page
- » implemented artificial intelligence chatbot to reduce bounce rate
- » landing page manages opt-in for eInvoice, eDelivery Notes customer portal and newsletter
- » enables Sales Representatives to preRegister customers
- » anti-bounce pop-up reduces registration abortions
- » endurance supported by SSL-encryption, responsive design, reCaptcha protection
- » continuous improvement through heat map analysis
- » achieved General Data Processing Regulation (GDPR) compliance with leading best-of-class solution



Gas Safety Training | Online Shop

- » deployed, managed and led roll-out of online shop 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
- » online-shop is connected by API with ticket 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 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
- » most successful trackable marketing campaign since ALbee product introduction
- » positive ROI achieved within 16 days
- » published 3 review videos with currently over 70,000 views

Recommendation

Mr. Matthias GERSTL, BSc born on 3rd December 1990, was employed as Digital Project Manager in the Sales Excellence & Competitive Intelligence department in our company from 1st April 2017 till 31st March 2019. In addition, Mr. Gerstl successfully completed the Air Liquide Leading Excellence (ALLEX) trainee leadership program.

Air Liquide is the world leader in gases, technologies and services for industry and healthcare. With 65,000 employees in 80 countries, Air Liquide serves more than 3.5 million customers and patients.

The area of responsibility of Mr. Gerstl included the following emphases as Digital Project Manager:

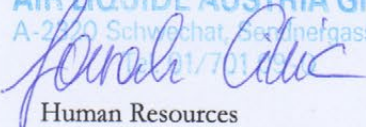
- Project management and support of projects related to online services such as eInvoice, eDeliveryNote, eClaim, customer portal and online marketing campaigns under specification of key performance indicators (KPI) and compliance with the GDPR for the DACH countries
- Design, build and sustain customer experience (CX) through interactive chatbots based on Artificial Intelligence (AI) and Natural Language Processing (NLP)
- Conception, development and roll-out of eCommerce applications such as safety-training.at as a fully fledged online shop including internal process harmonization with focus on operational sales increase and recurring revenue modelling for Germany and Austria
- Ongoing reporting regarding the project status (time, goals, budget) to the Commercial Director as well as the DACH-Cluster Team
- Responsibility and coordination of all communication and information channels of all internal and external project participants (eg: developers, agencies, distribution partners)
- Two international Short Time Assignments assigned to Brussels, Belgium and Paris, France at cluster level, in advisory and analytical capacity for Large Enterprise Applications such as safety onBoarding, eWorkPermit and Learning Management System (LMS)

Mr. Gerstl was entrusted with complex problems in the digital transformation independently, which he has targeted and worked to our complete satisfaction. He distinguished himself by high personal work input, extraordinary personal initiative, extremely competent solution orientation, high sense of duty and convinced with his exemplary teamwork. In direct contact with stakeholders, he always appeared in a very professional and friendly manner and was always committed to the concerns and wishes of his colleagues.

In summary, it can be stated that Mr. Gerstl has always proved to be a very reliable and loyal employee with a strong technical expertise and a great commitment and has always mastered all work and new situations with confidence. Because of his friendly nature and his collegial attitude, he was highly respected by his superiors and colleagues.

At his own request, Mr. Gerstl leaves our company on March 31st, 2019. We very much regret his decision. We would like to thank him for his always valuable, successful and excellent cooperation. For the future, we wish him all the best, both professionally and personally.

Schwechat, 31st March 2019

AIR LIQUIDE AUSTRIA GmbH
A-2320 Schwechat, Sendnergasse 30
17/01

Human Resources

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

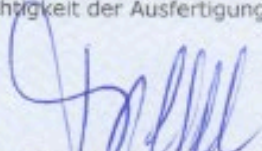
Vienna, July 8th 2016

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)



**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
Abteilungsleiter




Mag. Therese Betzler
Jahrgangsvorständin

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