

# MANUEL HAUFF

Getting <digital> Things Done



Place of residence:	DoB: 01/28/1981	m@nuelhauff.de	ENGLISH
Cologne/Germany	married, 2 daughters	+49 (0) 151 11195793	<a href="#">DEUTSCH</a>

## WORK EXPERIENCE:

04/2018 PRESENT	<b>Blackhawk Engagement Solutions GmbH, Cologne/Germany:</b> Director Product Management & Marketing <ul style="list-style-type: none"><li>• <b>Hire, develop and lead product owners to deliver a best-in-class product strategy</b> and work closely with international cross-functional teams and General Management to drive incentive &amp; commerce products from assessment to discovery to development to go-live.</li><li>• Develop and execute marketing strategies and campaigns to <b>drive demand for the entire product portfolio</b>. Enable Sales and Customer Success Managers to <b>generate high quality leads and identify opportunities with key accounts</b>.</li></ul>
03/2016 03/2018	<b>Blackhawk Engagement Solutions GmbH, Cologne/Germany:</b> Head of Marketing & Product Management <ul style="list-style-type: none"><li>• Strategic marketing planning and implementation of multi-level measures with a <b>focus on digital performance marketing, including marketing automation for lead generation in a B2B context</b>.</li><li>• <b>Development and implementation of innovative incentive and commerce solutions for corporate clients</b> in complex, international project structures.</li><li>• <b>Digital strategy development and business consulting</b> for select corporate clients from various industries (real estate, retail, household goods) <b>on the topics employee incentives and customer retention (CRM, loyalty)</b>.</li></ul>
NOTABLE SUCCESSES:	<ul style="list-style-type: none"><li>• <b>As part of the management jointly responsible for the company's digital transformation</b> through the initiation of innovation and change processes.</li><li>• <b>Introduction of the agile project management method Scrum</b> for the development of a self-management solution for the creation of employee incentive schemes.</li></ul>
01/2013 01/2018	<b>Blackhawk Network GmbH, Cologne/Germany:</b> Certified Data Protection Supervisor according to the German federal data protection act (BDSG) <b>Implementation of the legal requirements for data protection and data security at the company.</b> This includes, among others, the implementation of the requirements according to § 9 BDSG "data security", prior checking and evaluation of all solutions.
NOTABLE SUCCESSES:	<ul style="list-style-type: none"><li>• <b>Creation of the operational data protection organization</b> at Blackhawk Network GmbH in close coordination with the management.</li><li>• <b>Establishing a legal basis for the transfer of personal data to other countries within the EU</b>, with the goal to be able to use the IT infrastructure of the US parent company Blackhawk Holdings, Inc for European customer or employee data.</li></ul>
01/2014 02/2016	<b>Blackhawk Network GmbH, Cologne/Germany:</b> Senior Manager E-Business, Innovations <ul style="list-style-type: none"><li>• <b>Analysis of existing international company solutions and services</b> with the goal of offering them to the partner network in Germany for their distribution of prepaid content. <b>Development of a localization strategy for these solutions</b>, taking into consideration all relevant sections (sales, legal, accounting, etc.).</li><li>• <b>Management of digital marketing strategies (SEO, SEA, affiliate, e-mail)</b> with the focus on B2C e-commerce and responsible for the company's public image, including the rebranding project after the company was acquired by Blackhawk Holdings, Inc..</li></ul>

NOTABLE SUCCESSES:	<ul style="list-style-type: none"> <li>• <b>Initiation and management of strategic post-merger integration projects</b> at the company's US headquarters in California (eight-week stay).</li> <li>• <b>Independent development and filing of a patent</b> for a new payment service for micropayments.</li> </ul>
09/2011 12/2013	<p><b>Retailo GmbH, Cologne/Germany:</b> Manager Digital Marketing</p> <ul style="list-style-type: none"> <li>• <b>Development and implementation of a new approach to search engine optimization (SEO)</b> for all Retailo GmbH online shops in a B2C and B2B context.</li> <li>• <b>Conception, execution and management of SEA campaigns (Adwords)</b>, focusing on the acquisition of new customers for Retailo's B2B subsidiary Advano GmbH.</li> <li>• <b>Project management for GiftsToFriends.de</b> – in 2011, first social gifting solution in Europe based on digital prepaid content.</li> </ul>
NOTABLE SUCCESSES:	<ul style="list-style-type: none"> <li>• Primarily responsible person for the planning, creation and development of <b>Geschenkkartenwelt.de's affiliate partner program</b>.</li> <li>• <b>Sale of Retailo GmbH to the American company Blackhawk Holdings, Inc.</b> (NASDAQ: HAWK), one of the global market leaders for prepaid and payment.</li> </ul>
07/2008 08/2011	<p><b>BallSide GmbH, Cologne/Germany:</b> Founder &amp; Managing Director</p> <ul style="list-style-type: none"> <li>• During <b>the preparatory phase before founding the company responsible for relevant topics</b> such as development of the business model, securing financing, recruiting the core team and finally, founding the company.</li> <li>• <b>As managing director after establishing the company</b> mainly responsible for the development of the technical solution as product owner and promotion through strategic partnerships, all forms of digital marketing, as well as classic PR activities.</li> </ul>
NOTABLE SUCCESSES:	<ul style="list-style-type: none"> <li>• <b>An almost six-digit financing</b> of the technology-oriented business endeavor from the Federal Ministry for Economic Affairs and Energy as part of the EXIST start-up grant.</li> <li>• <b>Sale of BallSide.com</b> to the leading German online seller of tennis equipment and supplies CenterCourt.de Sportartikelvertrieb oHG.</li> </ul>
<b>FURTHER WORK EXPERIENCE:</b>	
10/2008 09/2015	<p><b>US Basketball Camps, Cologne/Germany:</b> Founder &amp; Travel Coordinator</p> <ul style="list-style-type: none"> <li>• Detailed analysis of customer needs with the goal to <b>develop &amp; implement a new business approach</b> for the sports travel market.</li> <li>• <b>Realization of overall six basketball camps at two locations in the US</b> (St. Paul, New York City) with a total turnover of close to 300,000 EUR in six years.</li> </ul>
09/2010 10/2013	<p><b>Open Door International e.V. (registered association) in Cologne/Germany:</b> Volunteer work as Online Marketing Consultant</p> <ul style="list-style-type: none"> <li>• Conception, planning and creation of <b>content for the organization's website and social media channels</b>, including relaunch of the organization's blog.</li> <li>• Training of entire organization on <b>best practices for search engine optimization (SEO)</b>.</li> </ul>
05/2006 04/2011	<p><b>SG Köln 99ers e.V.:</b> Basketball Coach</p> <ul style="list-style-type: none"> <li>• <b>Jointly responsible for the creation and execution of an integrated athletic concept</b> for Germany's second largest basketball club in cooperation with former national basketball coach Dirk Bauermann.</li> <li>• <b>Three-time German champion as head coach</b> of different junior and senior teams.</li> </ul>
09/2010 04/2011	<p><b>mindshape GmbH, Cologne/Germany:</b> Freelancer for online marketing</p> <ul style="list-style-type: none"> <li>• <b>Conception of topic portals</b> with keyword and topic search, sitemap and content creation as well as data acquisition.</li> <li>• <b>Creation of a 50-page editor's documentation</b> for the content management system TYPO3.</li> </ul>

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## FURTHER EDUCATION:

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- 08/2018      **Successful participation in a curriculum „Learn SQL from Scratch“ - Pro Intensives**  
(Codecademy.com)
- 01/2018      **Certified Professional Scrum Master™ - PSM I** (Scrum.org)
- 11/2016      **Certified Scrum Product Owner®** (SCRUM ALLIANCE®, Inc.)
- 10/2014      **Certified data protection officer for companies and administrations** with the focus on  
law, data protection management and IT security (INTEGRATA AG)
- 02/2012      **Successful participation in a seminar to become a "ZANOX Affiliate  
Manager"** (ZANOX.de AG)
- 12/2010      **Successful participation in "Prepare! The Entrepreneurs' Academy"** (RWTH Aachen &  
WHU Otto Beisheim School of Management)
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## EDUCATION:

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- 10/2002      **German Sport University Cologne, Cologne/Germany:** Master's Degree in Sports  
10/2007      Science (Final mark: 1,7 [on a scale of 1-6, with 1 being the top mark])
- 03/2006      **Federal Academy of the German Basketball Federation (DDB), Hagen, Germany:**  
09/2007      Training to obtain a B-level basketball coach license
- 09/1992      **Hans- und Sophie Scholl-Gymnasium high school, Ulm, Germany :** General higher  
06/2001      education entrance qualification (Final mark: 2,0 [on a scale of 1-6, with 1 being the  
top mark])
- 08/1998      **Philomath High School, Oregon; USA:** Honorary High School Diploma  
07/1999
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## STAYS ABROAD:

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- 02/2015      **Pleasanton, California, USA:** Post-merger Integration projects at the Blackhawk  
03/2015      Holdings, INC. company headquarters
- 08/1998      **Philomath, Oregon, USA:** Exchange student at Philomath High School  
07/1999
- 01/1985      **Mbeya, Tanzania:** During my parents' foreign assignment  
12/1988
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## IT SKILLS:

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WordPress, TYPO3, HubSpot, Salesforce, Magento, JIRA, Confluence, OpenProject, Adobe Photoshop, Adobe InDesign, HTML; CSS, Google Analytics, Microsoft Office, Apple iWork

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## LANGUAGE SKILLS:

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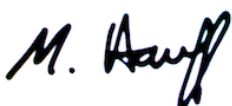
<b>German</b>	native language	<b>French</b>	basic knowledge
<b>English</b>	full professional proficiency	<b>Swahili</b>	basic knowledge

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## PERSONAL INTERESTS:

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Travel, basketball, music, e-mobility, crowdfunding, networking, cooking



Cologne, 08/21/2018