



## JULIAN FINN

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### *Birth date and place:*

21 September 1980  
Freiburg im Breisgau

# CURRICULUM VITAE

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## WORK EXPERIENCE

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### **August 2012 – November 2014: intosite GmbH**

#### **Last position: Head of Digital Publishing**

*At first responsibility for one project. Constant expansion of the areas of work culminating in becoming Head of Digital Publishing*

- P&L responsibility for the digital products merian.de, prinz.de and kuechengoetter.de as well as central database systems
- Professional and supervisory management of 12 employees in interdisciplinary development teams
- Management of online editorial teams at three locations with 12 permanent and 40 freelance staff
- Providing support for the management on strategic issues, business valuations and due diligence
- Conception and implementation of various internal projects and websites (decentralised architecture for modular online service platforms, various web projects)
- Project management with agile methods

### **February 2012 – June 2012: Toptranslation GmbH**

#### **Last position: Technical Lead**

*Interim lead of the technical department*

- Responsible for the advancement of the technical backend toptranslation.com; Requirement, process and product management

### **November 2004 – January 2012: Gameforge**

#### **Positions: Developer, Author, PR-Manager**

*Beginning as a student developer as the 5th employee in a startup and progressing to positions as a creative and in the marketing department of a medium-sized company*

- *October 2010 – January 2012:* PR manager. Concept and execution of PR campaigns, preparation of trade shows and press events, corporate and product PR
- *January 2008 – October 2010:* Senior writer with creative responsibility for up to 10 employees for in-game texts and means of advertising (partly part time, later full time)
- *November 2004 – December 2007:* Development of Browser games and tools in PHP, MySQL, Python (part time, as a student)

## EDUCATION

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### **March 2005 – October 2009: Degree (German: Diplom) in Computer Science**

University of Applied Sciences, Karlsruhe

Thesis: *Behavioural patterns in web applications* (Bot detection in browser games)

### **October 2001 – March 2005: Computer Science**

University Karlsruhe (TH), Karlsruhe

### **June 2000: School leaving certificate (Abitur)**

Heimschule Lender, Sasbach

### **Languages:**

Bilingual German/English, French: Advanced,  
Spanish: basic knowledge

## PUBLICATIONS

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### **Arduino - Physical Computing für Bastler, Designer und Geeks**

Co-Author, O'Reilly Verlag Köln, Juni 2009

### **Das Buch zu Skype**

O'Reilly Verlag Köln, September 2011

## REFERENCES

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I find references from people with whom I have worked more significant than formal references from an employer and am therefore happy to share the contact details of former superiors and colleagues. They have declared themselves willing to be available for questions regarding myself and my ways of working. I can, of course, also provide formal work references if necessary.

### **Moritz Recke, Managing Director at intosite GmbH**

my superior in the last two years  
Email: moritz.recke@intosite.de

### **Martina Pickhardt, freelance consultant**

with whom I have worked on several projects  
Email: tina@themenriff.de

### **Rene Otto, freelance e-commerce consultant and entrepreneur**

who has supported me at intosite in the realisation of projects at *der-feinschmecker-shop.de*  
Email: r.otto@trustindialog.net

## WHAT I AM ...

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**Creative** – I feel most comfortable where content, form and usability flow together. Whether I develop digital products for a defined target audience or work with others on media arts projects, I see creativity as a process of hard work. I am a stern critic, especially towards myself, and I know that only continuous improvement leads to success.

**Technician** – I think in a model-oriented way and from the point of view of an engineer. I always seek an analytical path to find solutions and prefer to avoid formalised meetings in order to tackle the problems that matter. Even when it gets hectic around me I stay calm.

**Open** – I easily connect with other people and manage most of the time to enthuse others. No matter if work colleagues, fellow NGO campaigners or a team of volunteer conference interpreters I helped to build: Time and again, I have managed to inspire others for a common cause.

## WHAT I CAN DO:

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**Bring people together.** I have led teams and conducted projects with them. I have classified the requirements from different departments in reasonable ways and translated them into stories understandable for developers. I have opened spaces for ideas and integrated all parties into the development process. The results speak for themselves.

**Make products a success:** I have let my experiences as a developer flow into my creative work and my experience as a creative individual flow into my work as a product manager and as Head of Digital Publishing. I think outside the box and find my inspiration in many different fields. I can get excited just as much about monetisation strategies as about UX concepts and systems architecture. I am at home on the internet, excited about new technologies and understand both current and potential target audiences.

**Develop strategies.** Work is not done with just releasing a single product, and only the overall strategy behind it leads to success. Whether it is about central systems that have to be created in order to make sensible use of content or private projects such as blogs or online music magazines, I know where what I create is leading in the long term and manage to convey those strategies to all parties involved.