



André Moeller

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- **Marketing**
- **Brand Management**
- **Business Development**
- **Key Account Management**
- **Payment**
- **Interactive & New Media**
- **Online Games**
- **Internet & TV Media**
- **Mobile**

Personal Profile

Dynamic and persistent professional with advanced knowledge in general management, online & branded marketing in the digital entertainment, TV & New Media industry as well as e-commerce.

Experienced Business Development Executive with 15+ years experience in building and maintaining relationships to enterprise-level clients from Gaming, Internet, TV, Printing & New Media and Entertainment verticals. Strong focus on creating win-win situations, build up Partner- & Relationships and helping online merchants to grow their revenue globally.

- 15+ years experience in Business Development
- 5+ years experience in Marketing such as B2B2C, Set up of Online and Offline Campaign's, Launchcampaign's
- 5+ years experience in the worldwide Gaming, TV, New Media, Payment and Mobile Payment Industry
- very good and strong network in the Gaming, TV, New Media & Payment Industry
- very good experience in consulting and negotiating on executive Level
- Lean & Stakeholder Management
- Process Optimization & modeling
- proven ability to combine strategic and entrepreneurial thinking with organizational change and people
- strong record of recognizing optimization potential and developing
- new business opportunities