

ULF WASCHBUSCH

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Results-driven Product Management Senior Executive with an extensive background in the mobile and internet industries, boasting a strong technical, product design, e-commerce, and management skill set.

A Stanford MBA graduate who has spearheaded high-impact products and initiatives for global organizations such as Google, Myspace, Booking Holdings Agoda, Trip.com Skyscanner, SEA, and various startups. Proven track record of guiding organizations through challenging times, generating strong user growth, high satisfaction scores, and significantly increased conversion rates, while consistently receiving top ratings from users and independent reviewers.

PROFESSIONAL EXPERIENCE

SKYSCANNER – TRIP.COM GROUP

Hong Kong and Shenzhen, China

Senior Director of Product Management – Hotels, Car Hire and Rail *World's largest travel meta search, 2020 – 2022*

Director of Product Management - Hotels *2019 – 2020*

- Senior executive for the strategic direction and development of Skyscanner's Hotel, Car Rental, and Rail products.
- Directed the development and launch of innovative app and web products for a global audience, resulting in the release of all-new user experiences that significantly improved performance, conversion rates, and introduced over fifty unique features, distinguishing Skyscanner Hotels from competitors. Skyscanner's product was independently verified as a top performer by an external agency, outperforming competitors like Trivago.
- Promoted and expanded scope of responsibilities to include one of the world's largest car rental comparisons sites
- Demonstrated exceptional leadership by guiding the organization through a challenging period for the travel industry, ultimately growing Skyscanner Hotels into a larger business than its pre-COVID status, the only team within the company to achieve such growth.

AGODA – BOOKING HOLDINGS

Hong Kong

Senior Director of Mobile Product

Asia's largest online travel agency, 2016 – 2018

Director of Mobile

Hong Kong and Bangkok, 2014 – 2016

- Headed Agoda's global Mobile Team of product managers and designers, scaling it to a \$2 billion revenue stream
- Spearheaded a year-long initiative to overhaul Agoda's mobile applications from scratch, delivering a fresh new design, a high performing new architecture and a streamlined user experience that prioritized customer-first hotel offerings ("What You See is What You Pay")
- Achieved outstanding results with the new apps, leading to: 6x increase in daily booking revenue and more than doubling in conversion rates. Established the Mobile Apps vertical as the highest converting platform at Agoda, acclaimed by users (4.8 rating), and recognized as 'Android Excellence' and Editor's Choice by Google and Apple

PLACETY PTE. LTD.

Los Angeles, CA and Singapore

Co-Founder and Chief Executive Officer

Mobile startup – social local discovery of Places, 2012 – 2014

- Created a novel mobile location-based social network to enable people to discover and explore, tag, rate, talk about, share, follow and create Places around them.
- Achieved over a million downloads on App Store with positive feedback
- Developed iOS app for iPhone and iPad in Objective-C as software engineer, earning Apple's feature recognition

JAM CITY (SGN GAMES)

Los Angeles, CA and Buenos Aires

Head of Mobile Product and General Manager *Leading game developer with over 150 MM active users, 2011 – 2012*

- Led 40-person software engineering, product design, art and QC teams to build new mobile games out of Argentina
- Launched five brand new game titles and a new ten-game franchise category for iPhone and iPad
- Achieved highest spot 'Top Free Apps' in Apple's charts with Fluff Friend Rescue title; Top 10 Grossing Apps

SEA (GARENA)

Singapore

Chief Product Officer *Asia's leading social and gaming platform with over 50 million active users, 2010 – 2011*

- Led product strategy, development, and marketing of SEA's gaming and web platform Garena Plus
- Quadrupled user base to over 20 MM active monthly users, focusing on Southeast Asia and Latin America
- Launched garena.com redesign, new marketing blogs, user forums, brand new monetization and payment platform across Asia and the Garena Plus instant messenger platform social network

MYSPACE

Beverly Hills, CA

Director of Product Management – Mobile *Worldwide product strategy and development head, 2008 – 2009*

- Headed mobile product and design teams, defined new products, partnerships and markets of the largest mobile website and mobile app in the United States at it's time
- Quintupled monthly user base to over 25 MM users and over 8 billion page views
- Launched first ever app on the Google Play Store, installed on 50% of Android phones worldwide a year later
- Led partnerships with Apple, Google, Samsung, Microsoft, T-Mobile, Verizon, Nokia, Sony, Palm, Motorola, HTC

GOOGLE

Mountain View, CA

Product Marketing Manager – Mobile *Worldwide head of mobile product marketing team, 2006 – 2008*

- Headed global mobile product marketing with strategy and budget responsibility for Google's mobile products
- Launched *iPhone Apps, YouTube Mobile, SMS, News, Sync, Gmail for Mobile, mobile.google.com* and new version of *Google Search for Mobile*
- Oversaw naming, positioning, Google Mobile web sites, strategy, research, search and ad campaigns
- Co-wrote quarterly Google board letter; supported two acquisitions; earned peer and management awards
- Organized major trade show representations (CTIA, Macworld), delivered keynote presentations

T-MOBILE INTERNATIONAL

Bonn, Germany and Bellevue, WA

Product Marketing and Content – Portal and Partner Management *2004 – 2004 and 2005 – 2005*

- Managed international content sourcing & delivery workflow and built web portals for Mobile, Web & TV

EDUCATION

STANFORD UNIVERSITY – GRADUATE SCHOOL OF BUSINESS

Stanford, CA

Master of Business Administration, Class of 2006

2004 – 2006

- Chief Technology Officer of the High-Tech Club; Recipient of Academic Recognition Award

UNIVERSITY OF SAARLAND

Saarbrücken, Germany

Master of Science in Business (equiv.), Diplom-Kaufmann cum laude

Marketing, Media & Tech, 1998 – 2002

UNIVERSITY OF CALIFORNIA, BERKELEY

Berkeley, CA

Studies in Computer Science and Electrical Engineering

1997 – 1998

- Founded and created first ever university online web community for Class of 2001; member of European club

NETWORKS IN MOTION – Advisory Board Member of leading GPS navigation application service

IBM LEONARDO DA VINCI AWARD – Best Programmer of Germany Award valued at about \$20,000