

# STEPHAN KROKER-BODE

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**LEADERSHIP • PROJECT MANAGEMENT • MARKET RESEARCH • GLOBAL BUSINESS**

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## SUMMARY OF QUALIFICATIONS

- Fluent in English and German
  - Strong communication and design skills to effectively convey and present complex technical data to audiences of varied backgrounds, technical comprehension and organization levels; MS PowerPoint Guru
  - Experience leading cross functional teams of up to 20 in high-pressure environment while meeting deadlines and maintaining an emphasis on accuracy and customer service
  - Strong analytical skills with background in participating in several quantitative studies with multifaceted datasets, using statistical analysis software, and producing interactive multimedia presentations
  - 4 years of customer service and hands-on experience in a healthcare setting
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## CAREER ACHIEVEMENTS AND SKILLS

### Marketing

- Launched cellular phone product lines targeted to younger customers via innovative entertainment event with more than 50,000 attendees in one week
- Played key roll in market entrance of new video-on-demand segment by designing and continually enhancing website with streaming media content including production of 30-second video clips
- Managed creation and unveiling of 60-page corporate website and implemented intranet through several business locations which improved interoffice communications
- Developed inclusive analysis of more than 60 competitor online university websites to compare quality and scope which helped improve web presence and make strategic content decisions
- Analyzed and visualized data from a 5 country market research study for a telecommunication client; was co-author of final report; also participated in several additional studies

### Leadership

- Directed and motivated a team of up to 20 programmers, graphic designers, developers, and database administrators utilizing an open-communication and teamwork style of management

### Technology Project Management

- Created \$500,000 internet gaming platform for T-Mobile in 3 months, which significantly increased customer base and was utilized in subsidiary companies for more than 2 years
- Led approximately 20 mission critical projects in web development, interactive television, e-learning, and multimedia kiosks with projects valued at up to \$750,000
- Developed and led project team for 8 Shockwave games for complex web-entertainment platform to disseminate digital pay-TV services to younger audiences resulting in more than 100,000 users
- Established functional concept, user requirements, and think-tank team for new interactive television advertisement that used one-click navigational concepts
- Played key role in organization of several new media conventions and co-initiated 'Virtual College'
- Directed web-based projects encompassing communication of web content to multiple devices including television set-top boxes (Web-TV), PDA, VoIP and wireless telephone systems
- Conceptualized and directed the design for a digital radio location-based system ('Infoman')

## EDUCATION AND TRAINING

<b>MASTER OF BUSINESS ADMINISTRATION</b> <i>MARKETING AND INTERNATIONAL BUSINESS</i>	2008
LOYOLA COLLEGE	Baltimore, Maryland
<b>MASTER OF ARTS</b> <i>COMMUNICATIONS, POLITICS, AND INFORMATION SCIENCE</i>	
FREE UNIVERSITY	Berlin, Germany
<b>BACHELOR OF ARTS</b> <i>POLITICS, HISTORY, AND SOCIOLOGY</i>	
UNIVERSITY OF HEIDELBERG	Heidelberg, Germany

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## PROFESSIONAL EXPERIENCE

<b>FULLTIME MBA STUDENT / BUSINESS CONSULTANT</b>	September 2005 – present
<b>MANAGER INTERNET SERVICES / MED-TECH ASSISTANT</b> HARFORD PRIMARY CARE <i>Medical care clinic with more than 75 employees and more than \$20 million in annual revenue</i>	November 2001 – August 2005 Baltimore, Maryland
<b>KEY ACCOUNT MANAGER</b> I-D MEDIA AG <i>In 2000 second largest new media agency in Germany with over 550 employees and \$50 million in revenue, specializes in digital and interactive television, web development, gaming, and online platforms</i>	February 1999 – August 2000 Hamburg, Germany
<b>INTERNET CONSULTANT</b> INDEPENDENT CONSULTING SERVICES	September 1997 – January 1999 Berlin, Germany
<b>ENGAGEMENT MANAGER</b> MEDIENBAUHAUS	January 1996 – August 1997 Berlin, Germany
<b>COMMUNICATIONS SCIENTIST</b> FREE UNIVERSITY BERLIN	May 1992 – December 1995 Berlin, Germany

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## TECHNICAL SKILLS AND INTERESTS

- Expert user in all Microsoft Office applications: PowerPoint, Word, Excel, Access, and Outlook
- Advanced skill in HTML coding
- Proficiency in design and execution of integrated web-based solutions with Flash and JavaScript using Adobe Photoshop, Illustrator, Dreamweaver, and Homesite
- Working knowledge of video editing software
- Experienced in academic statistical software (SPSS) and data mining tools
- Passionate about new trends in telecommunication technologies and services, especially interested in *New Product Development, Internet Marketing, 'Serious Games'* and online-based *Higher Education*
- Loves history, international politics, cooking, sci-fi and complex strategy games like *Civilization*