

# NICHOLAS W. STEIN

D.o.B. 30 March 1979  
Dual Nationality British/American  
Residency Vienna, Austria - Full European residency  
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## Profile

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- 17+ years Marketing & Revenue Generation experience: Agency/Client side - Account Management, Project based: B2B & B2C
- Worked for multiple multinationals and government agencies in Marketing/project management
- Ability and experience in working in different styles: Fractional, Project-based, or full-time
- Create and run lean teams with AI first approach - experience in hiring 50+ employees
- Lead both Hyper growth and organic growth teams for B2C and B2B companies
- Founder with an exit [OnePlayerDown](#) (In German)

## Languages

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**English:** Native speaker

**German:** Advanced level

**Spanish:** Intermediate level

## Experience

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08/24 - Present [Morpher Labs GmbH, Vienna](#): Fractional VP of Growth & Revenue Generation  
*Crypto based derivatives investment platform*

- Segmented and gamified user referrals
- Implemented partnership marketing to support expansion goals
- Onboarding and retention emails to boost activations and investment levels
- Set up GTM for US expansion
- Repositioned Morpher to focus on creating a partner eco system to benefit users

**Results:** Increased retention 30%, investment on platform up by 50%, and increase ICP acquisition by 400%

01/23 - 08/24 [CI HUB GmbH, Remote](#): CMO - Director of Revenue Generation  
*MarTech software for brand management*

- Refocused their messaging on benefits for users/partners; time saving and accuracy
- Implemented partner focused growth to leverage their sales teams
- Implemented webinar & success stories focused on partners success
- Built their newsletter and social media presence, including launching partner content in the newsletter
- Focused on speaking at events, not just attending to raise the profile. Also ran co-promotion at booths with partners.

**Results:** Became leading provider on the market 50% share of market and worked with several top partners to become a de-facto offer to new clients. Also got one product to be [#4 on ProductHunt](#)

10/19 - 01/21 [Anyline GmbH, Vienna](#): Fractional Head of Marketing  
*Data capture software using mobile phones (OCR)*  
*Leading them through multiple funding rounds and covid pandemic*

- Refined messaging to focus on unique tech - Tire scanning
- Created media department to help establish them as a brand

- Unified Demand Generation, Brand and Customer success to strengthen the referrals and upsell
- In-housed PPC to respond to business units needs and to more effectively drive growth
- Created email marketing and newsletter, as well as supported partners in “news-jacking”

**Results:** Secured funding round of 12 million and helped position them as the leading provider of scanning tech for tires in the world. Set them on the path to the next funding round which was 20 million

05/15 - 05/18 [Indoo.rs GmbH/esri](#), Vienna: Fractional Head of Marketing

Indoor navigation startup based on mobile phone sensors and Bluetooth beacons (IoT)  
Creation of entire marketing, setting up partnerships and eventual acqui-hire

- Launched a customer focused website to increase acquisition
- Created partnership marketing to expand audience
- Created content marketing strategy that directly lead to thousands in revenue
- Aligned product, research, sales and marketing to drive the brand forward

**Results:** Acquired by Esri with the entire marketing department that I had hired and trained. Created direct revenue from content.

08/10 - 08/14 [KERP Kompetenzzentrum Elektronik & Umwelt GmbH/ iPoint-systems](#), Vienna:  
International Marketing Manager

*Legal compliance software for Automotive, Electronics, Aerospace branches.*

- Restructured complete marketing for the international market.
- Created and implemented digital marketing strategy including SEM, content management, Social Media incl. corporate guidelines.
- Completely redesigned marketing strategy after takeover to exploit Cloud Software solutions (SaaS) leading to an increase over 80 times the original customer base.
- Directly responsible for 2.5 million worth of new business and funding.
- AIAG (Automotive Industry Action Group) stakeholder representative.

03/09 - 09/10 [Snipcard GmbH](#), Vienna: Head of Marketing and Business Development

*OOH marketing company in Vienna*

- Planned & budgeted the expansion to 2 new cities and 2 new online mediums (Webapp, Issuu);
- Re-focused social media marketing adding Pinterest and Google+ to their mix;
- Brand building - cross promotion, and event management.

05/07 - 01/09 [Ogilvy](#), London: Account Manager

*Clients: AIG, Nikon, National Year of Reading, Roundhouse, Barclay Card and Statoil.*

- Managed the principal sponsorship rights of Manchester United on global basis across 130 AIG markets. The objectives were to drive global awareness of AIG and drive revenue with emphasis on Asian markets.
- Developed, and responsible for supplying new B2B/B2C marketing collateral on regular basis for global market implementation to help achieve objectives.
- Developed all sponsorship rules and guidelines ensuring consistent and on-brand creative and communications.

## Consulting, Start-ups, & Projects

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| Dates           | <a href="#"><u>Electric Railway Marketing - Fractional Marketing consultancy</u></a> : Founder and consultant  |
| 09/13 - Present | <b>Electric Railway Marketing, Vienna:</b> <a href="#"><u>Marketing Consultancy</u></a><br>Fractional support: <i>Marketing strategy and management for corporates, startups and agencies.</i><br><i>Clients available on request</i> <ul style="list-style-type: none"><li>▪ Product launches</li><li>▪ Go to market strategy</li><li>▪ Team creation and training</li><li>▪ Budgeting &amp; forecasting</li><li>▪ Managed teams of up to 25</li><li>▪ Brand strategy</li><li>▪ Content creation</li><li>▪ Partnership development</li><li>▪ Internationalization strategy</li><li>▪ Lead generation</li></ul> <i>Worked on a contract basis for international companies, startups, ad agencies</i> |
| 08/12 - 10/17   | <a href="#"><u>OnePlayerDown - The Sports Socializing Network</u></a> : <a href="#"><u>CEO and Founder</u></a>   |
| 01/11- 05/11    | <b>ClearKarma (Startup), Vienna:</b> <a href="#"><u>CMO</u></a>  |

## Skills/Tech stack

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| Marketing Tools:        | MailChimp, ActiveCampaign, Sendinblue, SEMRush, LiveStorm, Lead Forensics, MuckRack, and many more |
| AI tools:               | Byword, Canva, ChatGPT, Make, Napkin, Vizard, and many more  |
| Analytic tools:         | PostHog, Goggle Analytics, HotJar  |
| Performance:            | Adwords, LinkedInAds, Bing, Paved,   |
| Website:                | Wordpress, Drupal, Hubspot, Typo3, Webflow   |
| CRM:                    | Salesforce, Zoho, Hubspot, SalesLogix, Pipedrive   |
| Social Media Platforms: | LinkedIn, Facebook, Twitter, Flipboard, Instagram, Pintrest, Medium, and many more                 |
| ProjectManagement:      | Asana, Trello, Basecamp, Balsamiq, Wrike, Teamwork PM, Slack, Keybase                              |

## Education

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| 08/97 - 10/99 | Florida State University: International Studies/Marketing, GPA 3.0 |
| 08/93 - 06/97 | American High School in London High School Diploma, GPA 3.0        |