

Mario Schlosser

Ludwig-Beck-Ring 25 65239 Hochheim am Main Email: mario.schlosser@gmail.com

Work: +49 69 7162 5390 Mobile: +49 175 318 5390 U.S. mobile: (currently inactive)

EXPERIENCE

McKinsey & Company, Inc. – Frankfurt am Main, Germany

11/02 – Present

Fellow Senior Associate

(full-time, on educational leave)

Client Engagement Experience

Major U.S. Mobile Operator – Launched customer lifecycle management program. Analyzed performance of past proactive campaigns to create novel customer renewal campaign methodology, implemented methodology with client team. Analyzed and advised marketing managers and senior executives of local markets on market-specific retention challenges.

Major German Mobile Operator – Conceived and launched customer lifecycle management program. Led client teams reviewing business practices in churn prevention, bad debt management, proactive contract renewal, ARPU stimulation, credits/adjustments, cross- and up-sell and implementing several new business policies, e.g., customer retention queue in call center. Developed and introduced financial pre- and post-campaign models. Training on new process led organization to identification and implementation of additional longer-term financial impact.

German Mobile Service Provider – Turnaround in sales after bankruptcy threat. Re-designed and launched dealer commissions system. Designed and implemented new customer retention policies. Identified IT inefficiencies in billing system.

Internal Project Experience

Customer Lifecycle Management – Part of initial team to launch customer lifecycle management practice at McKinsey. Author of best practice material and analysis catalogue with 125 analyses and associated hypotheses to systematically identify value creation opportunities at mobile operators. Assisted McKinsey teams at Dutch and Brazilian operators in implementation.

Technology start-up – San Francisco, California

06/04 – 09/04

Founder

(full-time)

Designed and developed system prototype that allows paid super-distribution of digital goods through an online search engine and via mobile phones.

Infineon Technologies – San Jose, California

07/01 – 12/01

Concept engineering and marketing intern

(full-time)

Created competitive intelligence and product application concepts for routing and switching chipsets.

EDUCATION

Harvard University – Boston, Massachusetts

09/05 – 06/07

MBA Student at Harvard Business School

Stanford University – Stanford, California

12/01 – 11/02

Visiting researcher in Semantic Web Research Group and Database Group

University of Hannover – Hannover, Germany

04/98 – 01/03

Diplomingenieur (Diploma, equiv. to Master of Science degree) in Electrical Engineering, final grade 1.05/1.0, with distinction. Best diploma in classes 2001 – 2003.

Hannover Medical School and Institute for Microelectronic Systems

10/00 – 06/01

Student researcher. Developed signal processing algorithms and digital chip design to predict atrial fibrillation on human heart.

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| <i>Institute for Theoretical Communications Engineering</i> | 10/00 – 04/01 |
| Student researcher. Development and coding of algorithms for face recognition. | |
| <i>Institute for Microelectronic Systems</i> | 09/98 – 09/99 |
| Student researcher. Development and coding of numerical algorithms for formal verification of analog circuits. Development and tutoring of course on chip design. | |

AWARDS AND ACHIEVEMENTS

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| <i>Scientific publications</i> – 7 international conference papers (2001 – 2004), 3 journal papers (1 st article as sole author at age 19 in Journal Féd. Suisse des Organisations d'Informatique) | |
| <i>Best poster award</i> – International Semantic Web Conference 2002, Sardinia, Italy | |
| <i>German Academic Exchange Organization (DAAD) Scholarship</i> | 02/02 – 08/02 |
| Awarded for research at Stanford | |
| <i>Philips Award and Philips Student Program member</i> | 10/99 |
| Awarded for best intermediate diploma | |
| <i>Siemens Student Program member</i> | 02/98 – 12/02 |
| <i>National first prize for Outstanding Work in Information Technology</i> | 10/98 |
| Awarded by Eduard-Rhein-Foundation. Prize is one of most prestigious German technology prizes | |
| <i>German national science competition "Jugend Forscht"</i> | 01/96 – 06/97 |
| Two-time winner in regional competition, two-time winner in state competition, one-time winning place in national competition, 1996 and 1997. Several special prizes, talks on exhibitions and fairs in Duesseldorf, Hannover, Leipzig, Paris. | |

ACTIVITIES

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| <i>Chairman of VDE Student Network</i> | 10/00 – 10/01 |
| Elected chairman of German national student network, consisting of 5,000 students in Electrical Engineering and 50 local student branches at universities. Supervised organization of local activities at many universities in Germany, among them a high-profile start-up workshop at world's largest IT fair CeBIT 2001, coordinated central resources and organized exchange of best practice between student branches. Supervised work and organized meetings of five nation-wide working groups, e.g., group working with German ministry of education to produce information material on studies in foreign countries. Represented student network on board meetings of affiliated industry associations. | |
| <i>Lead organizer of e-studentday</i> | 01/99 – 09/00 |
| Five-day student congress attracting 800 participants from 15 countries on World Exhibition 2000 in Germany. Sponsored by industry associations VDE and IEEE, featuring workshops on start-ups, technology talks, companies offering internships and jobs. Managed overall organization, including program design, congress logistics and set-up of alliances with companies. Directed Europe-wide marketing campaign that rallied dozens of student branches at universities to recruit participants from Germany over Turkey to Russia. Congress was widely covered in media and turned into franchise that attracted 600+ students in Dresden (2002) and Berlin (2004). | |
| <i>Fund-raising for Brazilian aid project</i> | |
| Organized fund-raisers for Brazilian project at local high-schools. | |