



Jörg Appelt

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Profile

Big data enthusiast. Product developer. Entrepreneur. Strong emphasis on quick decision making and execution.

Work experience

CO-FOUNDER DEEPGREEN.AI, HO-CHI-MINH-CITY - 2017-2018

Built a team to create an artificial neural network to identify plant pests, nutrient deficiencies and diseases via image recognition software. Build product roadmap and worked on the company's pitch. Secured funding from Seed-investor in Boulder, Colorado. Not active anymore.

PRODUCT MANAGER, SENTIFI, HO-CHI-MINH-CITY - 2015-2017

Started as a data analyst, became team-leader, then project and product manager. Was in charge of a key project with a major Swiss reinsurance company to develop algorithms and front-ends to find out-performing stocks across global markets using financial and social data. Used Scrum methodologies to guide the developers. Set and delivered on milestones according to client's expectations. Worked closely with the board of directors in Switzerland.

DISTRIBUTION EXECUTIVE IN GLOBAL PARTNERSHIPS DEPARTMENT, DEUTSCHE WELLE, BONN - 2013-2015

Key Account management for DW's global partners, such as Google, Apple and Microsoft. Developed a media strategy for Deutsche Welle's YouTube Channels in 30 languages. Designed and successfully distributed tools to circumvent internet censorship in restricted media markets such as Iran and China. Operated DW's media syndication system to provide partners with text, audio and video content.

DISTRIBUTION EXECUTIVE IN ASIAN DISTRIBUTION TEAM, DEUTSCHE WELLE, BONN - 2011-2013

Account management for TV-channels in Japan, Vietnam, Laos, Cambodia and Thailand. Arranged online content partnerships in Pakistan and Iran. Business trips to Iran and Vietnam.

INTERNSHIP IN CORPORATE HEADQUARTER, DEUTSCHE POST DHL AG, BONN - 2011

Supported development of physical and non-physical dialogue marketing products. Conducted a competitors analysis across 170 CRM softwares and presented findings to board of directors. Built support processes for DPAG's customer service hotline.

Education

MASTER OF ARTS IN INTERNATIONAL BUSINESS, 2009-2010

Leeds Beckett University, Leeds, England, UK

BACHELOR OF ARTS IN ASIAN STUDIES, 2005-2009

University of Bonn, Germany

MILITARY SERVICE, 2004-2005

Signal Corps, Gerolstein/Mechernich, Germany

GERMAN ABITUR, 2004

Heinrich-Böll-Gymnasium Troisdorf-Sieglar, Germany

Skills

Team-Leadership, Project Management, Product Management, Big-Data-Analytics, Semantic Technologies, Machine Learning, Deep Learning, Agile Web Development, Sprint planning, GoogleCloud, Scrum, JIRA, Confluence, HTML5, CSS3, JavaScript, web-development frameworks, CRM, client communication, running meetings, comprehensive listening, making things happen, and more.

Languages

German - mother tongue

English - fluent

Japanese - intermediate

Vietnamese - beginner