



Dipl. Kauffrau
Kerstin Elsholz

CEO/CMO/CSO

INTERNATIONAL DIGITAL BUSINESS LEADER AND CHIEF SALES- AND MARKETING OFFICER

I'm a digital business leader and revenue architect and help to better monetize your business! I am building and growing sustainable revenue-streams through my experience in Sales Management, New Business Development, Internationalization, Digital Media & Data Driven Marketing. Track-record of 15+ years in successfully launching and growing businesses . Experienced in B2B-, B2B2C- and B2C-business models. Startup- and corporate innovation experience in DE, CH, NL, UK.

IMPORTANT FIXED EMPLOYMENT WORK EXPERIENCES

2022

CHIEF MARKETING OFFICER (Interimistic), VALUEWORKS GmbH

Executive Management Systems (Analytics Software), SaaS-Startup/Karlsruhe

Responsible for driving the further growth of ValueWorks, an intelligent operating system for the Executive Management by further building out all Inbound-Marketing functions

2018-2020

MANAGING DIRECTOR & CSO, SOVENDUS GmbH & SOVENDUS B.V.

Digital Commerce Services & MarTech for Online-Shops/ Karlsruhe, Almere

Responsible for driving the further growth of Sovendus GmbH and Sovendus B.V. through the rapid expansion of the partnership network and the growth in net-revenue of existing clients through cross- and upselling initiatives

2017 - 2018

CHIEF SALES & MARKETING OFFICER, TVSMILES GmbH

AdTech, LoyaltyTech & Mobile App-Publishing/ Berlin

Full P&L-responsibility for Advertiser- & Publisher Sales, Programmatic Video, MarComm.

2013 - 2015

HEAD OF NEW BUSINESS & LICENSING, SCHWEIZER RADIO UND FERNSEHEN (SRF)

Public Service Broadcaster / Zurich

Development of new and sustainable digital revenue streams and the better monetization of the existing content-& brand-licensing business (product-lines DVD, VoD, CD, Books and Merchandising) and the management of the SRF online-shop

2007 - 2010

DIRECTOR EDITORIAL SOLUTIONS & HEAD OF NETWORK PROGRAMMING MSN EMEA

Online Publishing & -Advertising, Mediasolutions/ London

Innovated and set up "Editorial Solutions" as a new revenue-stream and business unit within MSN EMEA. "Editorial Solutions" is a creative inhouse-agency and saleshouse targeting international brand-owners



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2004 - 2006

◆ **FOUNDER & MANAGING DIRECTOR, QUIZ TV, a SUBSIDY OF INTERACTIVE CORP.(IAC)**

Interactive Television/ London

Founded Quiz TV, an interactive TV product for the UK market, as a corporate innovation project of InterActive Corp. Created the MVP, the GTM-strategy and successfully launched the product within a timeframe of 6 months

2002 - 2004

◆ **GENERAL MANAGER OF SONNENKLAR TV, a JV of PROSIEBENSAT1 AG & IAC**

Television- and e-Commerce, Sales of packaged trips and travel products/ Ludwigsburg

Responsible for scaling the business from a daily 2 hours window on a national CaSat TV station to a standalone-TV station with a daily 8 hours live broadcast to promote packaged trips and other travel products. Full P&L-responsibility. Oversaw all departments (Tourism (sourcing of travel products and packaged trips), Online, Production & Broadcast, Distribution, Marketing, Finance & Legal, Sales (2 inbound call-centers))

2001 - 2002

◆ **SENIOR ASSOCIATE DIAMOND MANAGEMENT & TECHNOLOGY CONSULTANTS**

Professional Services/ Munich

1998 - 2000

◆ **HEAD OF PROGRAMME PLANNING & PRESENTATION MTV CENTRAL TV NETWORKS**

Music Television/ Munich

1996 - 1998

◆ **RESEARCH MANAGER NICKELODEON**

◆ *Kids' Television/ Düsseldorf*

ON A PRIVATE NOTE

- I am a true European and have lived and worked in the UK, Italy and Switzerland for longer periods of my life
- Being Italian at heart, although born in the State of Baden-Württemberg in Germany, I try to spend as much time as possible in Italy and indulge in the great Super Tuscan Wines
- I launched an artiginal ice-cream factory in 2007 called "Eis-Deli" and sold it in the same year. My favourite flavour was "Wasabi Nut"
- My alltime favorite band is Radiohead but I also love Italian Rap :-)
- My credo: Make your people part of the solution!