

PERSONAL INFORMATION

Lars Hilse
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31-05-1979 | German Citizen

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SUMMARY

Ambitious, versatile leadership personality with tremendous amount of social skills, a lot of responsibility in everyday life, and out-of-the-box thinking with a strong background in all things internet, insurance, and investment related. Broad experience in business development, business processes, customer service, customer relationship management, sales, product placement, and project management. Exposed to an intercultural array of processes, methodologies and companies. Entrepreneurial, well-organized, can-do attitude, disciplined, tolerant, self-confident, stress resilient, travel experienced decision maker. Passionate about intercultural human behavior, neuro-linguistic-programming, hypnosis and other things psychology related especially in context to marketing and sales.

CAPABILITIES/SPECIALIZATIONS

Advanced Search Engine Optimization

- **Campaign planning**
- **Keyword analysis**, to get top positions for meaningful words
- **Organic SEO**, to make the web campaign rank highest on search engines
- **Paid Inclusion/Pay Per Click (PI/PPC)**, when organic SEO is not feasible and the client has to be the first search result
- **Internationalization through SEO**, to avoid translating the whole web project but putting out bait in several languages
- **GEO Search Engine Positioning**, to rank websites whose services are regionally limited

Customer Relationship Management

- **Strategic planning**
- **Planning and Implementation** (also into existing BPs), to get the most out of the data they hold about their customers
- **Feasibility Studies**, to determine which customer relationship strategy will be most effective
- **Vendor Selection**, to avoid unnecessary costs upon choosing the wrong system
- **Case Definition**, to sort out which data to assess and its worth
- **Business Process Reengineering**, integrating CRM into existing structures
- **Employee Training**

Citizen Centric E-Government

- **Accessibility**, to avoid excluding the disabled from E-Government
- **Security & Privacy**, to give citizens/users peace of mind
- **Data Standardization/Interoperability**, to enable exchange of data between different government entities
- **Employee/Staff Training and Sensitizing**, to adapt personnel to the new workflow
- **Usability**, to allow people of all gender, ethnicity, and demographic access to the E-Government platform
- **Financing and Privatization**, to make E-Government possible to cities and small communities

(e)Business Development

- **Web Marketing**, to raise visibility on foreign and domestic markets
- **Affiliate Generation**, to build up the clients decentralized and cost effective sales force
- **E-Commerce/Shopping Cart Solutions**, to increase sales
- **Internationalization**, to diversify operational risk of domestic market behavior

Website Performance Analysis

- **Strategic Planning**, to outline the data necessary for the clients success
- **Structural Planning and Business Process integration**, to integrate analysis tools into the customers web campaign (internal and external)
- **Determining Which Intel to Focus Upon**, to avoid information overkill
- **Staff Training**, to ensure the correct utilization and interpretation of the data assessed

Web Strategy

- **Web Based Political Campaigning**, to reach out to young voters
- **Social Media Communication**, to increase visibility on the only marketplace with 1.2 billion prospects
- **Frontline Customer Care**, to immediately interfere with inflammatory customer care issues
- **Preemptive Online Reputation Management**, to avoid negative publicity about a clients products or services going viral
- **Online Reputation Management**, to move negative publicity off the first pages on search engines or remove them totally
- **Customer Self Help** to significantly reduce costs for customer care

LANGUAGES

German / Mother tongue
English / Mother tongue

TECHNOLOGIES

MS AD, BES, HBCI, DES, AES, PGP, HTML, XHTML, SQL, XML, PHP

EQUIPMENT

Dell, IBM/Lenovo, Research in Motion/Blackberry, Siemens, Nokia, Sony Ericsson

SOFTWARE

Desktop and Mobile Operating Systems

MS Windows: 3.1, 3.11, NT, 98, 2000, XP Home/Pro, Vista, 7

Linux: OpenSuse, Debian, Ubuntu, RHEL

Others: BlackBerry, Symbian, Android, Solaris

Applications

Macromedia Dreamweaver, Macromedia Fireworks, Macromedia Flash, MS Office 2000, MS Office 2003, MS Office 2007, Mozilla Thunderbird, Mozilla Firefox, several other coding and graphic related software products, Google Analytics, Gmail and other cloud-based collaboration software

Server Operating Systems

Microsoft: NT, Win2k, Win2k Advanced, Win2k3 Server, the Small Business Server series

Linux: OpenSuse, Ubuntu Server

Server Software

Apache, Parallels Plesk, Samba, MS Active Directory, PHP, MySQL, PHPMyAdmin, Asterisk, NetMining, Wordpress, Joomla/Mambo, OSCommerce, MediaWiki, Typo3 (only in intranet environments), SugarCRM, vTiger CRM, Sage, MS Sharepoint and various other collaboration platforms, Div. MS Exchange Distributions and other Email server applications

Virtualization Software

VMWare Server, VirtualBox

Security (Software)

PGP, DES, AES, several Soft- and Hardware firewalls, Enterprise Antivirus Solutions, end-point security solutions,

WORK EXPERIENCE

(ONLY MEANINGFUL POSITIONS MENTIONED)

03/2009-10/2009

Consultant (Freelancer, Professional/Experienced)

Social Media Project for HR Services (Europe)

Industry: Human Resources

Privately held endeavor, 1-10 employees

Consulting and execution of the creation of a multiuser platform to raise visibility to the sponsors of the project who are in the personal development/human resources sector

05/2009-12/2009

Consultant (Freelancer, Professional/Experienced)

Bernhard Flinks (Germany)

Industry: Defense and Space

Small Business

Geo-related search engine position for domestic operations, blog platform to increase search engine visibility through the ever increasing amount of subject related articles, definition of keyword strategy

03/2009-04/2009

Consultant (Freelancer, Professional/Experienced)

Undisclosed Client (United States)

Industry: Legal

Publicly held corporation, 101-200 employees

Consulting and implementation of electronic file management and endpoint security strategy to prevent illegal/accidental file extraction from the corporate network

03/2009

Consultant (Freelancer, Professional/Experienced)

Undisclosed Client

Industry: Politics

Government Entity

Consulting of a political party which – upon the success of the social media campaign of Obama in the US – wanted to push one of their candidates into the field to access a younger voter base.

03/2009-12/2010

Consultant (Freelancer, Professional/Experienced)

Undisclosed Client (Denmark),

Industry: Human Medicine/Pharmaceuticals

Publicly held corporation, 11-50 employees

Consulting on the creation of a multilingual information portal/social network sponsored by the client to draw attention towards their product on the European markets through search engine traffic.

01/2008-08/2009

Consultant (Freelancer, Professional/Experienced)

Wasserverband Unteres Störgebiet (Germany),

Industry: Civil Engineering

Privately held endeavor, 11-50 employees

Consulting in the re-design of the web appearance and partial automation of existing processes through the new user interface as well as monitoring the web analytics to determine the ROI of the measures implemented.

08/2008

Consultant (Freelancer, Professional/Experienced)

Undisclosed Client (Germany),

Industry: Financial Services

Publicly held corporation, 1-10 employees

Search engine positioning of a small financial advisory firm in front of globally operating banks and insurance companies in German Google, Yahoo, and MSN/Live/Bing on meaningful search terms related to their operations.

07/2008

Consultant (Freelancer, Professional/Experienced)

Undisclosed Client (Hong Kong),

Industry: Financial Services

Publicly held corporation, 101-500 employees

Feasibility study and development of a business continuity plan for a private investment conglomerate applying decentralized storage of mission critical data in several, geographically independent locations

06/2008

Consultant (Freelancer, Professional/Experienced)

Social Media/Business Network Project (Dubai, UAE),

Industry: International Trade & Development

Publicly held corporation, 11-50 employees

Production ready platform with social networking aspects. Preparation for VC funding and expansion of services

02/2008-05/2008

Consultant / Web Strategist (Freelancer, Professional/Experienced)

Manarin Investment Counsel (Omaha, NE, USA),

Industry: Financial Services

Publicly held corporation, 51-200 employees

Definition of the web strategy associated to the corporation's expansion to a nationwide financial advisor through the appearance of a book written by the company's founder and CEO. Integration of corporate blogging to the organization through the books website. Several compliance issues involved around the blogging issue because this was only partially allowed by the SEC

04/2008
Speaker (Freelancer, Professional/Experienced)
Open Software Organization (Utrecht, The Netherlands),
Industry: Internet
Non-profit organization, 51-200 employees
Speech about search engine optimization at the annual BeNeLux Joomla
conf. in Utrecht, NL

03/2008-04/2008
Consultant (Freelancer, Professional/Experienced)
The Connecting Stellars (Denver, CO, USA),
Industry: International Trade & Development
Publicly held corporation, 11-50 employees
Redefinition of the web strategy for the social network as well as giving a
speech about search engine optimization on one of the conventions

01/2008-04/2008
Consultant (Freelancer, Professional/Experienced)
The Web Lender (Israel),
Industry: Financial Services
Publicly held corporation, 1-10 employees
Redesign and structuring of the web platform / online presentation, CRM
setup and integration for lead capture, search engine optimization strategy
and initial campaign through social media to increase visibility and SEO
score

12/2007-04/2008
Consultant / Web Strategist (Freelancer, Professional/Experienced)
Narrate PR (New York City, USA),
Industry: Public Relations & Communications
Privately held company, 1-10 employees
Working out the web strategy and the associated web marketing to the
new online presentation /branding of Narrate PR. Special success through
responsive disclosure of parts of the content

11/2007-12/2007
Consultant/Web Strategist (Freelancer, Professional/Experienced)
Informed Networks LLC/Backgroundnow.com (Houston, TX, USA),
Industry: Information Services
Publicly held corporation, 11-50 employees
Web strategy redefinition, search engine strategy, information distribution,
raising visibility through social media and third party validation of products
and services

10/2007-11/2007
Consultant (Freelancer, Professional/Experienced)
Social HR Media Project (Jakarta, Indonesia)
Industry: Human Resources
Publicly held corporation, 1-10 employees
Description of the project in an SRS document as well as the evaluation of
psychometric tools on the platform

05/2007-10/2007
Consultant / Web Strategist (Freelancer, Professional/Experienced)
SaaS project for the US real estate market (Las Vegas, NV, USA)
Industry: Real Estate
Publicly held corporation, 1-10 employees
Creation of the SRS document to acquire initial funding in form of seed
money (350k USD) through an angel investor for the project and creation
of a live demo for the client to qualify for venture capital (5M USD)

03/2007-04/2007 Internationalization Consultant (Freelancer, Professional/Experienced)
Infinite Computer Solutions (Bangalore, India & Stuttgart, Germany)
Industry: Computer Networking
Publicly held corporation, 5,001-10,000 employees
Project manager for an international contract the company had to handle in Germany.

04/2004-12/2008
Agent (Corp./ind. risks) (Freelancer, Professional/Experienced)
AXA Konzern AG
Industry: Financial Services
Publicly held corporation, 5,001-10,000 employees
Specialized in corporate and industrial risks and negotiation of skeleton contracts and management of client portfolios exceeding the sum of 30 million EUR.

EDUCATION 12/2006
Retraining for leaders
Fire departments of Schleswig-Holstein, Germany.
Contents: Procedures and techniques against risks of bio-gas- and solar-energy-systems in fire fighting

09/2006
Retraining (80 hours)
Diversification in investment strategies

02/2003
Retraining (40 hours)
In- and external communication and correspondence

01/2003
Retraining (120 hours)
Sales and marketing of insurance products

12/2002
Retraining (40 hours)
Share trading in investment funds

11/2002
Retraining (80 hours)
Controlling and revision

10/2002
Retraining (32 hours)
Macroeconomic view of the insurance industry

10/2002
Retraining (40 hours)
Reinsurance: nuclear pool and aviation pool

10/2002
Retraining (60 hours)
Personnel-/employee management and leadership training

01/2002
Retraining life insurance in the corporate world (80 hours)
Main content: covering the risk of loss of high level personnel to corporations using life products and alternatives and arranging retirement plans for corporations using German law as the basis.

01/2002
Retraining (60 hours)
Life insurance and retirement arrangements using life products and alternatives

07/2001
Retraining (40 hours)
Team training and leadership

06/2001
Retraining (80 hours)
Private and corporate liability insurance

03/2001
Retraining (42 hours)
Property insurance

09/2000
Seminar Motor Insurance

2000-2003
Vocational Training
Insurance merchant (chamber of commerce examined) exam in property
and motor insurance with Provinzial Versicherung AG
Kiel, Germany

1999-2000
Alternative civilian service
Kindergarten for the disabled
Meldorf, Germany

1998-1999
Grammar School (Gymnasium) of Business
Heide, Germany

1996-1998
Technical School (Elec- and Mechatronics)
Meldorf, Germany

1993-1996
Brutkamp Schools
Albersdorf, Germany

1990-1993
Sacred Heart Private School
Anniston, Alabama, USA

1989-1990
Saks Elementary School
Anniston, Alabama, USA

1987-1989
Elementary School
Bunsoh, Germany

ACHIEVEMENTS

08/2009
Appointment as a voting member to the Open Web Foundation

06/2009
Publication of *Adding the E to your Business Strategy*
(ISBN: 978-0-557-08080-9)

10/2008
Interview with Executive Rockstar, London about online reputation
management

06/2008
Interview with the Australian host Stan Relihan about Social Networking
as a global consulting tool

03/2008

Founding of TheGreenHoster.com

TheGreenHoster.com is a web hosting firm providing web hosting packages up to dedicated servers powered only by renewable energy.

12/2006-05/2007

Webdesign für Existenzgründer (Part time employee, Manager (Manager/Supervisor))

X12 Projekt (Stuttgart, Germany)

Industry: Information Technology & Services

Freelance, 1-10 employees

Co-Founder of a project to create affordable websites for startups and consult in their communication strategies.

10/2006

Founding of Deutsche Webdesign

Deutsche Webdesign is a company primarily offering strategic project management services and negotiation between offshore companies around the world and western corporations and businesses organizing cost effective web services and web applications

10/2005

Appointment advisory board

NordKonzept, Germany

01/2004

Appointment Battalion Chief

local fire department (includes responsibility for one engine and eight men)

KEYWORDS

content management, experience, strong communicator, customer relation, customer care, concepts, user interface, UI, user experience, UE, responsive disclosure, AJAX, social media, social networking, exposure of new sales channels, improvement, internet, website, content, development, internationalization, consulting, consultant, web 2.0, customer bonding, customer loyalty, insurance, CRM, CMS, typo3, sugarCRM, Joomla!, Mambo, e-commerce, e-platform, e-distribution, web strategy, web strategies, internal, external, communication, intranet, extranet, web design, user interface design, customer database, web analytics, data analysis, expansion, social network consulting, professional speaker, assignment, implementation, integration, marketing, branding, global, Deutschland, USA, Israel, United States, North America, Germany, Indonesia, search engine optimization, SEO, speech, Joomla Dagen, webcast, online presentation, third party validation through social and conventional media, accessibility, compliance, usability, validity, human resources, psychometrics, reputation retention, frontline customer care, mass collaboration, international market penetration to Europe, interim, business development, enterprise 2.0, spearhead, leader, interoperability, Professional Service Automation, ECM, ERP, Ubuntu, OpenSuSE, RedHat Linux, RHEL, Fedora, HP-UX, Solaris, Windows 2000 Server, Windows Server 2003, PGP