

# NEELE EMMA FRISCH

Design Thinking and Innovation Specialist



## Profile

Neele firmly believes that design thinking and agile working methods are the answer to successful company growth – in phases of expansion as well as during times of transition. With her extensive know-how and hands-on experience, she supports companies in realizing their fullest potential.

Neele has founded and scaled various businesses herself; she has experienced M&A processes first hand and successfully advised SMEs on strategy development. She is also passionate about team building. With her networking skills, she assembles strong teams with a focus on long-term success.

## Top Skills

- Strategy Development
- Team building
- Sales development
- Customer satisfaction
- Process optimization
- Project management
- Product management
- Marketing (Online and Offline)
- Budgeting
- Diversity

## Work Experience

- > 2022 - now **Async Software GmbH**  
Head of Sales & Marketing  
Creating and implementing a sales and marketing strategy, working closely with the CEO to refine business plan, developing relationships with key accounts and customers' stakeholders in order to drive sales.
- > 2021 - jetzt **Kunstwerk.Art Gallery**  
Owner  
Founder of the largest art gallery in the area. Clients are private collectors as well as businesses and the hospitality industry. Responsible for organizing exhibitions, workshop planning, marketing / PR, and sales.
- > 2001 - jetzt **Concept Consultants, now: Frisch Consult**  
Owner  
Frisch Consult is a boutique consulting firm, delivering excellent advice for small and medium sized companies. Focus on strategy development, innovation, marketing, sales as well as product management. Working project oriented allows me to induce change in a small time frame, delivering results quickly.
- > 2014 - jetzt **Frisch Management UG**  
Managing Partner, Photographer  
Lifestyle photography, weddings, ad campaigns, organizing workshops and coaching photographers about business topics.
- > 2014 **Dogado GmbH**  
Director Hostloco Business Unit  
Responsible for integrating the Hostloco brand and its clients into the Dogado GmbH. Key account management, closely working with stakeholders and various teams at Dogado.
- > 2011- 2014 **Hostloco UG**  
Managing Partner  
More than 18.000 contracts with clients from the DACH region. Hostloco was a budget web hosting brand. Responsible for hiring and leading the support and sales teams as well as managing external partners. Preparing the exit, the company was bought by Dogado GmbH in 2014.
- > 2010- 2011 **Terions GmbH**  
Consultant  
Developing new business models and optimization of existing operational procedures. Sole responsibility for marketing, sales as well as business strategy.  
After achieving and exceeding the set objectives, the Terions management was later able to successfully negotiate with an investor, resulting in a merger of the two companies.

## Other Qualifications

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Certified Scrum Product Owner

Author @ Rheinwerk Verlag ("Fotoschule in Bildern. Babys, Kinder und Familie").

Instructor for professional trainings by IHK

Advanced training "Nonviolent

Communication" according to Rosenberg.

## Stays Abroad

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2008 - 2009 Co. Wexford, Irland

2003 - 2008 Tenerife, Spanien

## Languages

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German (native)

Englisch (professional)

Spanisch (basic knowledge)

Französisch (basic knowledge)

Plattdeutsch (basic knowledge)

## Contact

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## Social Media

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**LinkedIn** [linkedin.com/in/emma-frisch](https://www.linkedin.com/in/emma-frisch)

**Xing** [xing.com/profile/Emma\\_Frisch](https://www.xing.com/profile/Emma_Frisch)

## Work Experience

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> 2002 - 2009

### **Ipex Media S.L. & Ipex Media Ltd.**

Managing Partner

As a co-founder of Ipex Media S.L. responsibilities involved business strategy, branding, positioning, product management and project management. The company delivered consumer web hosting services for up to 30.000 customers from all over the world.

> 2002 - 2004

### **Rheintal Media**

Owner

A local newspaper with a circulation of around 15,000 copies. Through successful restructuring and expanding the circulation, the company's value increased significantly before selling it to an investor in 2004.

> 2000 - 2003

### **Webtronic Media GmbH**

Managing Partner, Head of Sales

Webtronic Media GmbH was a B2B web hosting company, offering professional services for web agencies, web hosting providers and ISP in Europe. Our hosting control panel was one of the first of its kind, allowing easy administration of recurring tasks for consumers and resellers. Responsible for business strategy, marketing, sales, product management as well as project management.

> 1997 - 2000

### **Webtronic Internet Service**

Co-Founder

Webtronic Internet Service was one of the first German web hosting companies with servers in Germany.

My responsibilities were business strategy, product management and marketing & sales. I scaled the business from zero to 6-digit turnover when I was 18 years old and still doing my professional training.

> 1994 - 1998

### **F & T Veranstaltungstechnik**

Co-Founder

Co-founder of F & T Veranstaltungstechnik, a rental company for professional sound and light systems for events up to 2.000 people. Organized events and was a consultant for bars and clubs to attract more guests.

## Professional Training

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> 1997 - 2000

### **John Drahtseile**

Professional training: office clerk

John Drahtseile was one of 5 companies importing steel wire ropes from Asia. Our clients included the automotive industry, construction companies and wholesale companies.

During this time, I was the co-founder of Webtronic Internet Service and F & T Veranstaltungstechnik.

Due to the rapid growth of Webtronic Internet Service, I decided to not attend university.

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## Achievements

- > 2022**  
**Async Software GmbH**  
With over 20 years of experience in the IT industry, I have a wealth of knowledge and expertise that I brought to this role. My primary focus was on strategic realignment of the company, with a particular emphasis on automation and new customer acquisition. By using automation software to reduce repetitive tasks, we were able to focus on key business metrics to improve our overall efficiency.
- > 2021**  
**Kunstwerk.Art Gallery**  
The Kunstwerk.art gallery has become an important part of cultural activities in the city and a contact point for artists and creative people. It has been established with the aim of promoting local and internationally known artists of all genres. It is also regularly rented by businesses, artists and other parties.
- > 2018**  
**Frisch Management UG / Frisch Fotografie**  
Three months after entering the market of kindergarten photography, Frisch Fotografie has seen its capacities fill up for an entire year. Our high-quality photography services are well-known, and disrupted the entire kindergarten photography industry in Germany. We regularly host workshops to help photographers of all levels stand out from the competition.
- > 2014**  
**Dogado GmbH**  
As Director of the Hostloco Business Unit, I was responsible for the successful integration of 18,000 customer contracts into Dogado GmbH. This involved managing communication with the affected customers, as well as overseeing the complete technical integration and training of the team. The process was completed within 4 months.
- > 2014**  
**Hostloco UG**  
The company was founded in 2011 with the purpose of acquiring the customer base of Planet Uplink S.L.. Within three years, the company had successfully scaled to 18,000 customer contracts. A support and sales team was established, as well as management for technical service providers. In February 2014, the company was sold to Dogado GmbH.
- > 2011**  
**Terions GmbH**  
As interim business development manager and strategy consultant, I successfully increased the company's sales by about 30% within 11 months. I prepared the company for the imminent exit of the shareholders and they were able to successfully close the sale to a competitor shortly after.
- > 2009**  
**Ipex Media S.L.**  
I am the founder of Ipex Media S.L., a web hosting company that specializes in providing services to price-sensitive customers. I was able to scale the company from 0 to more than 50,000 customers within three years by building a team of software developers and support staff, as well as establishing a sales network of resellers. In 2009, I sold my shares in the company to my co-founder.
- > 2004**  
**Rheintal Media**  
In 2002, I took over a publishing house that was on the brink of insolvency. Through expanding the sales area, increasing acceptance points for ads, and switching to an external print shop, we were able to achieve cost savings while also seeing an increase in sales and profits. After restructuring, the company was sold to an investor.

**Success isn't a destination, it's a journey. I'm the perfect person to help you navigate that journey. When may I achieve success for you?**