



Matthias Büchs

Born on June 6th, 1964, five children at the age of 4 to 18 years

Executive Summary

- High degree of delivery strength accompanied with more than a decade of experience as business leader
- Entrepreneur within the company: strong orientation on the end product paired with the required persistence to achieve sustainable results in complex organizations
- Savvy handling of start-ups and organizational structures equally
- Successful steering of M&A process and post-merger integration
- Business building with strong focus on sustainability and profitability
- Repeatedly proven successful building of digital business models
- High degree of empathy for people and situations

Professional Development

05/2017-today **Plant.B | Digital Transformation - Consulting & Investment, Cologne**
Owner

Consulting/ coaching of top management and shareholders, current projects:

Professional Services Company, medium-sized: conducted baseline study on the topics strategy, process/ structure and business models. Establishment of new sales channel for existing b-to-b product, development of b-to-c prototype to test market potential, ongoing

Digital Audit, Prototyping

Family Office: support in evaluation of a variety of investment possibilities in Internet start-ups, accompaniment during M&A process

M&A

Consulting and start-ups, current projects:

FinTech Start-Up: Analysis of business plan, development of alternative business models, preparation of pitch documents

Go-to-Market Strategy

HealthTech Start-Up: Analysis of business plan, preparation of financing options and development of go-to-market strategy

Business Analysis

2007 - 4/2017 **RTL interactive, Cologne**

Company of Mediengruppe RTL Deutschland that bundles all non-television activities. RTL interactive is the fastest growing area of the media group with a turnover exceeding 150 Mio. € today.

Director Online, Member of the Executive Board

Line of reporting Managing Director RTL interactive, turnover exceeding 75 Mio. € and more than 200 employees, member of the management team of the Mediengruppe RTL Deutschland

Main task and results:

To develop and expand digital business of the media group RTL, to derive and implement the digital strategy of the media group, to develop new business areas, to create innovative digital products, to integrate acquired companies, successful turn-around of business unit

Content achievements (excerpt):

- Development of „TV NOW“
Launch and development of a cross-station media Video on demand service for the entire media group. Today approximate 50 Mio. video views per month, live streaming of the entire TV program, accessibility for all devices
- Growth strategy for verticals e.g. „wetter.de“ or „kochbar“
Fundamental revision of most promising products -> top 1-3 in respective segment, partnering models for the remaining products
- Development of video platform “Watchbox” (formerly „Clipfish“)
Continuous development of a “user-generated-content” portal, via a professional clip-portal to a niche product for “long-form” video content
- Development and testing of new business models
e.g. Development of a paid video guide, development of a blog-based fashion portal, incl. development of “influencer” marketing, development of a new comedy video brand via YouTube, implementation of an international TV format with “SecondScreen” functionality

Transformation core business

Growth strategy

New positioning, value retention

Development of new business models

Organizational achievements (excerpt):

- Continued development of the online editorial staff by integration of additional digital activities, e.g. SEO optimizing, „data journalism“ or Social Media – today presumably largest Facebook fan-base is in Germany – **Social media**
- Continuous re-organization of online area: e.g. joining fragmented digital activities into a strong online area, new positioning of the online area within the overall company, early organization by products and brands instead of platforms, introduction of agile product development **Organizational development**
- Integration of „Gutscheine.de“ in the online area and support, in order to ensure the necessary growth, binding of managing director past “earn-out” phase **Integration of acquired companies**
- Leadership of “Wer-kennt-Wen“, initially in „start-up mode“, temporarily largest German social network, due to missing economical perspective timely liquidation **Start-Up accompaniment & liquidation**

RTL Disney Fernsehen („Super RTL“), Cologne

Joint company of Mediengruppe RTL Deutschland and Disney (Buena Vista int.).

Market leader in children television with a turnover exceeding 100 Mio. € and 150 employees.

2000-2007

Director Operations, Member of the Executive Board

- Responsible for the divisions Finance, Personnel, Technology and New Media
- Development/ implementation of company’s cross-media strategy and structure **Growth strategy**
- Launch of free sites (i.a. Toggo.de), paid online clubs Toggolino Club, Toggo Clever Club, a download portal for children’s audio stories and a mobile tariff for children. Despite continuous investments from the beginning profitable. **New business segment**

1996-1999

Commercial Director

- Responsible for the divisions Finance, Personnel, Business Development
- Conception and implementation of critical commercial systems in the start-up phase of a company **Establishment of business fundamentals**
- Turn-around of a television channel to a presently highly profitable company through efficient cost management and identification of new revenue potentials **Restructuring**

1993-1995

Bertelsmann AG, Munich

Professional Information Division

Project Leader Corporate Development/ Mergers & Acquisitions

- Analysis, structuring and implementation of business acquisitions
- Coordination and performance of all phases of an acquisition (market study, negotiations, internal approvals, due diligence and integration) **M&A**

1991-1992

Booz Allen & Hamilton –today: Strategy&, Munich/ London

International Strategy Consulting

Associate, i.a.:

- Development of business strategies for individual divisions of a telecommunications company **Strategy Consulting**
- Preparation and coordination of a post-merger integration plan for a British regional bank

Education

2008 & 2013	Harvard Business School Executive Management Program	Cambridge
1992-1993	INSEAD, MBA-Program Deans List of Honours	Fontainebleau
1986-1990	Wiss. Hochschule für Unternehmensführung (WHU) Scholar of the „Studienstiftung des Deutschen Volkes“ Study abroad at Kellogg School (NW University) and ESC Lyon	Koblenz Chicago, Lyon
1986-1990	Internships in France, England, USA	
1984-1986	Deutsche Bank, bank apprenticeship	Dusseldorf

Language Skills

English	Fluent in writing and spoken
French	Can be reactivated, fluent
Spanish	Can be reactivated, good knowledge

Networking Activities

Development of WHU Alumni regional chapters in Munich and Cologne
Member of INSEAD Alumni Club

Internet Profile

LinkedIn	https://de.linkedin.com/in/matthias-buechs/de
XING	https://www.xing.com/profile/Matthias_Buechs