



## CURRICULUM VITAE

# Guillaume Vaslin-Reimann

Hello, my name is Guillaume, an experienced French-German entrepreneur and creative consultant, born in Paris and based in Montreal.

I'm a creative and disruptive thinker with proven hands-on capabilities and a drive to specifically grow both revenue and the bottom line. With experience in business development, product strategies, crowdfunding, fundraising (\$1.7Mio @eelusion, ca. \$1 Mio @The European) and exits, I have also co-created and (re)launched multiple consumer iOS/Web apps, websites and two online games. Finally, I am fascinated by branding, UX and design thinking, and have a deep understanding of e-commerce, media and the app market.

I'm hungry to bring a grand vision to the next level, so let's talk!

### Data

Nationality	French & German Nationality
Birth	Born the 08.02.1989 in Paris, France
Address	5170 Rue Jeanne-Mance, Montréal, QC H2V 4K1
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### More

Overview	<a href="http://www.aboutguillaume.com">www.aboutguillaume.com</a>
Blog	<a href="http://www.blog.aboutguillaume.com">www.blog.aboutguillaume.com</a>
Facebook	<a href="http://www.facebook.com/guillaume.vaslin">www.facebook.com/guillaume.vaslin</a>
LinkedIn	<a href="http://www.linkedin.com/in/guillaumevaslin">www.linkedin.com/in/guillaumevaslin</a>

## EXPERIENCE

- May 17 - Now **Founder & creative consultant @ L'ÉCLAT**  
Founder of a network of branding & data driven marketing consultants  
Advised 20+ international companies & startups:  
Lufthansa, A1, Banca Transilvania, Mr.Young, Fractal Blockchain, etc.  
[www.lecl.at](http://www.lecl.at)
- Jan 16 - Now **Co-Founder, CCO @ VIRTŪ, Berlin & Santiago**  
Leading two succesful Kickstarter campaigns in a year (\$100.000)  
Building the brand and developing the first collection  
Setting up production sites in Dominican Republic, Bolivia, Haiti, Portugal  
Selected & attended Start-Up Chile program (\$30.000 equity-free grant)  
[www.virtu.rocks](http://www.virtu.rocks)
- Jan 14 - Dec 15 **CEO @ The European Magazine, Berlin**  
Raising six figure investment during the first year, exit summer 2015  
Supporting the acquisition by WeimerMedia Group alongside the founder  
Coordinating the relaunch of the online shop and website  
Optimizing the online sales (subscription models, payment processes)  
Leading all financial decision making, over-seeing all company accounting  
Heading all strategising of the consultation unit (corporate publishing))  
[www.theeuropean.de](http://www.theeuropean.de)
- Jan 11 - Jan 14 **Co-founder, CEO @ eelusion, Berlin**  
Set up the GmbH early 2012, raised \$1.7 Mio mid 2012, sold end of 2013  
Leading the releases of "eevoo" and "eevoo JUMP" in several countries  
Managing the 20 man studio in Berlin and remotely when in SF  
Set up vision and game concepts along with other founders  
Creative direction of all titles released  
Business development & cooperation  
'Face' of the company during product release (keynote, public pitches etc.)  
[www.eelusion.com](http://www.eelusion.com)
- Jan 13 - Dec 13 **Partner @ JUNGMUT, Cologne**  
Advisor for gamification in digital communication  
Consultant for creative concepts  
Sales support during client presentations  
[www.jungmut.com](http://www.jungmut.com)
- Sep 10 - Aug 11 **Marketing Manager Assistant @ softgarden, Berlin**  
Operational Marketing (newsletter, communication material)  
[www.softgarden.de](http://www.softgarden.de)

## EDUCATION

Oct 10 - Jun 13	<b>Master</b> - Leadership in Digital Communication UDK Berlin in cooperation with the St Gallen University
Oct 06 - Jun 10	<b>Double Diploma</b> - International Management - Ecole Supérieure du Commerce Extérieur (ESCE) in Paris Major in International Business - Hochschule für Wirtschaft und Recht (HWR) in Berlin Major in Marketing
Jun 06	<b>High-School Degree</b> - A-level Alexandre Dumas in Saint-Cloud
	<b>Languages</b>
French	Mother tongue
German	Fluent
English	Fluent
Spanish	Basic knowledge - Day to day business with LatAm
	<b>IT Know-How</b>
Expert	Windows and Apple OS Systems Office and iWorks packs Adobe Photoshop, Illustrator and InDesign
Advanced	HTML and CSS Salesforce Sketch
Beginner	After Effects
	<b>Hobbies</b>
Passions	Digital painting and illustration, product design CrossFit, Boxing
Involvement	Bicycle trip mid 2013 from Washington D.C to Los Angeles Live documentation Fund-raising \$20.000 for new therapies against children's cancer, developed by the European network ITCC in order to improve the well-being of hospitalised children. <a href="http://www.zformargo.com">www.zformargo.com</a>