

# Curriculum Vitae

## Personal Information

---

Name: Robin Tim Johannes Kracht  
Date of Birth: 18.09.1993  
Address: Karl-Berber-Platz 6  
50678 Cologne  
Contact Number: +49 176 32325943  
E-mail: Robin-kracht@web.de  
Nationality: German



## Education

---

**09/2016 - 09/2018**      **Master of Arts in Digital Management**  
University of Applied Sciences Fresenius Cologne  
Master Thesis: Blockchain and alternative technologies for autonomous passenger cars - an analysis of economic potentials

**02/2013 - 02/2016**      **Bachelor of Arts in Business Administration**  
University of Applied Sciences Fresenius Cologne  
Bachelor Thesis: Risk Management for Coping with Climate Risks in the Automotive Industry: Strategies and Measures

**09/2014 - 11/2014**      **Semester abroad at Shanghai University (CN)**  
Focus on International Management

## Work / Project Experience

---

**09/2019 - Present**      **Hochschule Fresenius - University of Applied Sciences**  
Lecturer in the Master program "Digital Management", teaching "E-Commerce", "Case Study II" and "Social-Media-Management"

**02/2019 - Present**      **WISAG Dienstleistungsholding GmbH**  
Consulting - Deputy project management  
Design and implementation of a configuration software to increase the efficiency of the sales department

<b>01/2019 - Present</b>	<b>E-Commerce Institut Köln</b> Deputy head of institute Consultations, further development of the institute, creation of contents
<b>07/2019 - 12/2019</b>	<b>Deutsche Lufthansa AG</b> Consulting - Deputy project management Implementation of a workshop for IT managers, creation of a cross-location change management handbook, Comparison JIRA and ServiceNow software
<b>02/2017 - 05/2019</b>	<b>KölnDuell</b> Co-Founder and Managing Director of KölnDuell App Project management, conception of the app, Brand development, managing Amazon Web Service Cloud Infrastructure
<b>11/2018 - 02/2019</b>	<b>WISAG Dienstleistungsholding GmbH</b> Consulting - Deputy project management Development of an e-business strategy for a digital business initiation process
<b>09/2017 - 12/2017</b>	<b>CP Capital Pioneers GmbH</b> Consulting - Group Management Qualitative UX and UI Product Analysis
<b>08/2014 - 12/2016</b>	<b>weAct UG - software development</b> Co-Founder and Managing Director of weAct App Project management and conception of the app
<b>09/2015 - 03/2016</b>	<b>HORBACH Wirtschaftsberatung GmbH</b> Consulting - Group Management Innovation-oriented - new ways to increase brand awareness
<b>08/2015 - 09/2015</b>	<b>Maple Apps GmbH</b> Marketing Assistant

## Languages

---

German	Native language
English	Fluently
French	Basic knowledge (A2)