

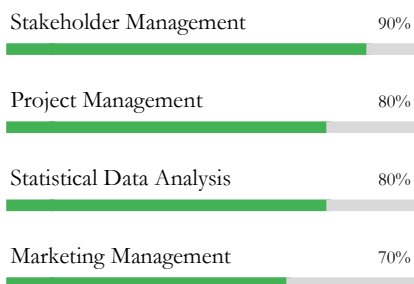


# MADS MARTURIN

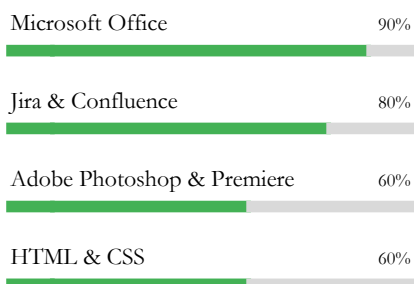
Results-driven Product- & Project Manager with a focus on Operations

D.O.B.: 2. July, 1982  
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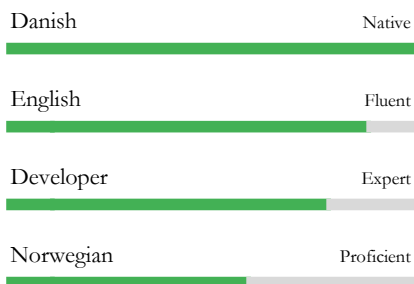
## SKILLS



## SOFTWARE



## LANGUAGES



## ABOUT ME

I am the sword and shield of the team, getting rid of obstacles, as well as shielding them from distractions. I enjoy making sure that my team can do their very best. I excel working in creative multidisciplinary teams of designers, artists, developers and other product managers and can quickly and efficiently translate from vision and strategy to tasks and solutions.

Currently, I manage a team of 30, with 15 direct reports, and very strict daily deliverables. This means weekly one-on-one meetings with employees, coaching sessions and live feedback. To manage this, I work with people and data first, while breathing resource allocation.

I have experience in consumer-centric community-focused marketing of Live Games (GaaS), agile project management, and conference/event management. I have knowledge of software development practices, as well as being proficient in version-control and source-management. Excel Wiz and Six Sigma Yellow Belt.

## EXPERIENCE

2021 - NOW

### Customer Service Team Lead

*Teleperformance A/S*

Team Lead for Klarna Customer Service as well as extended support teams. Through my first year in the role, we increased the team size by 25%, raised Customer Satisfaction on incoming contacts from 74% to 86% and almost doubled the Gross Margin %.

- Leading, supervising, coaching and motivating, with managerial responsibility: 15 reports.
- Managing all daily deliverables, as well as analysing and reporting performance.
- Main point of contact for both Contact Center Management and Client.

2020 - 2021

### Client Operations Representative, Backoffice

*Teleperformance A/S*

Backoffice-work for Allente Customer Support.

2019

### Marketing Product Manager (10 mo. Contract)

*IO Interactive*

Shipped HITMAN 2 Live Updates and all Downloadable Content to critical acclaim with publishing partner Warner Bros.

- Managing the Marketing & Sales Roadmaps
- Communication and coordination with team-members, production staff and management, as well as publishers, external partners, POS and other stakeholders.
- Market- & Competitor analysis, Strategy-building & Product positioning.
- Production-support for daily marketing assets & trailers.

2018 - 2019

### Project Manager

*IO Interactive*

Setting up the IOI Studio in Malmö, Sweden.

- Company registration, Tax registration, Invoicing and Partner communication.
- Floor plans, furniture and decorations, coordinating IT infrastructure and purchases.
- General office management and administration.

2016 - 2018

### Project Assistant

*Producentforeningen*

Working with indie game developers on business development.

- Project management on business-development seminars and workshops.
- Development on web and newsletters as well as database and statistics.
- Administrative work on business development programmes.



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### OTHER EXPERIENCE

2018 - NU

**Editor**  
*SpilBar*

Arranging and facilitating free after-work-meetings for the Copenhagen games industry. Bi-monthly events with around 150 guests and international speakers.

### EDUCATION

2015 - 2018

**MSc in Social Sciences**, Management & Political Communication  
*Copenhagen Business School*

2012 - 2015

**Bachelor of Social Science**, Public Administration  
*Aalborg University*

### SAMPLE TESTIMONIAL



**François Chang**  
*Global Publicity at Warner Bros. Games*

I worked with Mads on HITMAN 2 for the better part of 2019 and it was a pleasure to work with him on all the live updates and post-launch DLC. He was our team's source for all the activities and assets needed for all of our PR needs.

Mads was very organized, responsive and was clear and direct with all the information we needed. He spearheaded our weekly meetings with comprehensive agendas and was able to juggle all the different publishing teams on the WBIE side. He was a professional through and through. I look forward to working with him again.

### INTERESTS



#### Video games

I play a plethora of different games, in different genres. Gaming is one of my favourite pastimes. I really enjoy playing Souls-like games. Currently, I am deep into Monster Hunter and dabble in MOBAs, although I'd rather watch the pros play. I follow the gaming news quite closely, as well as higher level industry trends.



#### Roleplaying Games

My pastime of playing roleplaying games has helped me develop valuable leadership skills. As a game master, I have learned to manage groups of players, resolve conflicts, and adapt to unexpected situations. I have also honed my creativity and problem-solving abilities, as I am constantly developing new scenarios and challenges for my players to navigate. Roleplaying games has taught me to be an effective leader by fostering communication, collaboration, and strategic thinking.



#### Environment

I believe it is mankind's greatest responsibility to take care of the planet, and I am committed to doing my part in promoting sustainable practices and reducing my carbon footprint. Ultimately, I see environmental conservation as an urgent and essential task that requires global cooperation and immediate action.



#### Reading

I enjoy reading, both fiction and non-fiction, as well as listening to audio-books and podcasts. I am very into long-form podcasts about the things we don't think about, the unnoticed architecture and design that shape our world; shows like 99% Invisible, Freakonomics and Radiolab.



#### Bushcraft

I go out with minimal tools, to challenge myself and get inspired. I hike, fish and cook in the wilderness, build makeshift shelters, relax and enjoy nature. An evening by the sea, with a fish cooking over a warm fire is where I get my best ideas and process my day-to-day.



#### Space Exploration

My fascination with space and spaceflight stems from the endless possibilities of discovering new planets, galaxies, and life beyond Earth. Additionally, space exploration has given us numerous technological advancements. My passion for space is driven by a desire to explore the mysteries of the universe and push the boundaries of human knowledge and innovation.