

“Intrinsic motivation, passionate commitment and a belief in doing the right thing are the cornerstones of both my personal and professional life.”

Mike John Herter

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January 28, 1985 | City of Zurich

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Married to Laura Julia since April 30, 2019

Father of Émilienne Giorgina since November 30, 2019



## Technical &amp; methodological skills (selection)

● ● ● ● ●	Google Workspace
● ● ● ● ○	Google Analytics & Ads
● ● ● ● ○	Facebook Ad Manager
● ● ● ● ●	Microsoft Office
● ● ● ● ○	Wordpress
● ● ● ● ●	Craft CMS and Wix CMS
● ● ● ○ ○	Adobe Cloud applications
● ● ● ● ●	Design Thinking
● ● ● ● ●	Business Model Canvas
● ● ● ● ●	Scaled Agile Framework SAFe
● ● ● ○ ○	UI/UX design
● ● ○ ○ ○	HTML/CSS
● ○ ○ ○ ○	Javascript
● ● ● ● ●	Atlassian Jira and Confluence
● ● ● ● ●	Trello, Favro and Monday
● ● ● ● ●	Miro and Jamboard

## Interests &amp; hobbies

- Philosophy and literature
- Psychology and history
- Soccer and American Football
- Nature and ants
- Architecture and design
- Minimalism, meditation and mindfulness

## Professional senior level skill sets

- Innovation management
- Business development
- Digital strategy development and execution
- Digital product management
- Agile project management
- Digital advertising
- Social media (management, strategy and advertising)
- Search engine optimization (management and strategy)
- Entrepreneurship
- Leadership
- C-level experience and wide professional network

## Personal characteristics &amp; approach

- Self-critical and iterative mindset
- Constant new, intersectional ideas
- Eye on the bigger, holistic picture
- Risk taker - no fear of failing and responsibility
- Quick learner and thinker
- Empathetic and inclusive team player
- Reliable and professional
- Highly organized and structured
- Intrinsically motivated and engaged
- Analytical method and approach

Life motto: "Finding the truth is a dialectical process."

## Work experience

- 10.2021 – present  
**Head of Product Management**  
Ringier Axel Springer Schweiz
- 07.2020 – 09.2021  
**Managing Director**  
FUTURE CANDY Suisse
- 06.2019 – 06.2020  
**Head of Product Innovation & Audience Development**  
Blick Group  
Ringier AG
- 01.2018 – 05.2019  
**Head of Innovation, Social Media Advertising & Strategic Projects**  
Tamedia AG
- 12.2016 – 12.2017  
**Innovation Manager Digital News & Development**  
Tamedia AG
- 03.2016 – 11.2016  
**Product Owner 20 Minuten Group**  
20 Minuten
- 09.2014 – present  
**Co-Founder & Managing Partner**  
ARKHAM Enterprises GmbH  
arkham-enterprises.com
- 07.2013 – 02.2016  
**Project Manager Digital Development**  
20 Minuten
- 01.2010 – 06.2013  
**Junior Project Manager Tamedia Digital**  
Tamedia AG
- 08.2005 – 12.2009  
**Executive Assistant**  
PartnerWinner.ch c/o  
Tamedia AG

## Further activities

- 08.2019 – 10.2022  
**Principal Lecturer & Competence Lead IDIB**  
Kalaidos University of Applied Sciences
- 04.2016 – 10.2019  
**Guest Lecturer in Digital Innovation & Online Marketing Communication**  
KV Aarau Business School
- 04.2016 – 10.2019  
**Guest Lecturer in Digital Innovation & Online Marketing Communication**  
University of Applied Sciences and Arts Northwestern Switzerland FHNW

## Education

- 2020 – 2022  
**Executive Master of Business Administration**  
Universtiy of St. Gallen HSG
- 2019 (not completed)  
**Bachelor of Arts in Philosophy & European History**  
Distance Learning Universtiy of Hagen (DE)
- 2018  
**Full-stack Development (IT)**  
Propulsion Academy
- 2017 – 2018 (not completed)  
**Philosophy and Literature**  
University of Zurich
- 2012 – 2016  
**Bachelor of Science in Media & Communication**  
University of Applied Sciences in Business Administration Zurich HWZ
- 2006 – 2010  
**Entry to higher education certificate (Matura)**  
Cantonal school for adult access to higher education KME
- 2002 – 2005  
**Commercial apprenticeship**  
Tamedia AG | KV Zurich Business School

10.2021 – present

## ● **Head of Product Management**

Ringier Axel Springer Schweiz

Back to the roots, back to my passion, back to the media industry.

In my current position as Head of Product Management I am responsible for the overall – strategic, commercial and conceptual – further development of the digital products and platforms of Ringier Axel Springer Schweiz. The portfolio includes established brands such as Handelszeitung, Bilanz, Cash.ch, Schweizer Illustrierte, Beobachter, Gault & Millau and many more. I am reporting directly to the CDO and member of the Executive Board of Ringier Axel Springer Schweiz.

The Product Management team includes the sub-departments Product / Business Ownership, UX/UI, Business Intelligence as well as Search Engine Optimization. Overall, the product management team consists of 10 FTE.

Specific duties:

- Initial set-up and further development of the Ringier Axel Springer's product development process, which first and foremost includes the overall stakeholder management, the alignment of respective requirements and the prioritization and planning of epics and improvements (SCRUM) for the organization's digital roadmap
- Further development of the whole digital portfolio which consists of more than 20 brands. This challenging task includes: user-centric and consequently data-based product development, optimization of revenue streams such as paid content and advertising as well as the evaluation and implementation of potential scalable new products and business opportunities
- Training and Implementation of methods in the field of agile and innovation such as SCRUM, OKR, Business Model Canvas, Value Proposition Canvas and the like within the whole organization



07.2020 – 09.2021



## Managing Director

FUTURE CANDY Suisse in Zurich

My position as Managing Director and Co-Owner FUTURE CANDY Suisse was both the most interesting and challenging role I have had so far - also due to the fact that we had to manage the whole COVID-19 situation.

In this function I was responsible for general further development of the Swiss market as well as the establishment of FUTURE CANDY as an agency brand for corporate innovation consulting and execution of digital transformation projects in Switzerland. This role also included entrepreneurial tasks such as strategic development and positioning of the agency, hiring, integration and development of employees within the organization, further development of agency products and services (e.g. “Innovation Loop” and “Innovation Flat”), customer acquisition and consulting as well as administrative tasks such as budgeting and resource management.

One of the most enriching factors in this role was the regular exchange with other FUTURE CANDY offices and employees in Hamburg, Berlin and San Francisco. As Managing Director FUTURE CANDY Suisse I also executed operative tasks along our innovation development method “Innovation Loop”.

Summarized, those operative tasks included:

- Preparation and presentation of inspirational keynotes
- Research and design of scientifically based trend reports
- Organization and guidance of field trips and study tours
- Profound technology consulting
- Preparation and moderation of innovation ideation workshops (e.g. Design Thinking)
- Execution of digital innovation projects, including creation, evaluation and iteration of prototypes and minimum viable products.

06.2019 – 06.2020

## ● **Head of Product Innovation & Audience, Development Blick Group**

Ringier AG in Zurich

In my position as Head of Product Innovation & Audience Development I reported directly to the CEO of the Blick Group. In this role, I had responsibility for general innovation development in the Blick Group, especially the innovation strategy and the processes associated with this. I lead the operations team of the Blick Live Quiz and was responsible for its strategic and conceptual further development. My role also included the strategic and conceptual development of all Blick Group social media channels as well as the entire SEO process. In my function as Head of Product Innovation & Audience Development, I managed a total of 14 full-time employees and supervised a budget, including personnel costs, in the mid-single-digit million range.

### Specific duties

- Development and implementation of a comprehensive innovation strategy across media brands and an accompanying further development process, budget supervision and personnel management for the innovation spin-off “Blick Live Quiz”
- Conceptualization, development, prototyping and testing of new innovation spin-offs (websites, mobile websites, native apps, social media channels, marketing concepts, etc.)
- Development of new, innovative editorial formats in the area of podcasts, voice news and newsletters. Carried out in close cooperation with all relevant stakeholders within the Blick Group
- Strategic and conceptual further development of all Blick Group social media channels, especially setting up thematic verticals with potential for monetization through advertising clients. Carried out in close cooperation with chief editorial staff
- Further development of Ringier’s social media marketing offer with focus on dynamic price modeling and foreign marketing. Carried out in close cooperation with the various marketing organizations of Ringier/Ringier-Axel-Springer, especially Admeira
- Strategic further development of the area of search engine optimization. Focus on high visibility (indexing) and conversion of content on Google as well as development of so-called “bounce-to-loyal” strategies
- Connected to the duties described above, management of a total of 14 full-time positions and supervision of a budget, including personnel costs, in the mid-single-digit million range

01.2018 – 05.2019

## ● **Head of Innovation, Strategic Projects & Social Media Advertising**

Tamedia AG in Zurich

My position as Head of Innovation, Strategic Projects & Social Media Advertising, I reported directly to Marcel Kohler in the business area of Advertising & Commuter Media. The role was made up of three primary strands: I was in charge of innovation development in the 20 Minuten Group and I also had responsibility for the monetization of the social media reach of Tamedia's media markets by means of branded content. In addition to this, I managed various strategic projects for the corresponding business area. Being directly subordinate to a member of Tamedia's company management, I was positioned in the top tier of the company.

### Specific duties

- Assumption and adaptation of all iM DND tasks for the area of innovation in the 20 Minuten Group (see "iM DND | Innovation Manager Digital News and Development")
- Strategic and content-related further development of the social media innovation project "ReSurf" with thematic verticals on Facebook and Instagram
- Setup and further development of the social media marketing product "tSocial" from Tamedia Advertising
- Setup and further development of various social media services for other media markets and business areas of Tamedia
- Connected to the duties described above, management of a total of 10 employees in German- and French-speaking Switzerland, including supervision of a corresponding budget of over CHF 750,000
- In the area of "Strategic Projects", management and participation in various strategic projects relevant to the company management and administrative board – especially in the areas of process management, video, social media, product and innovation development as well as employer branding and personnel development

12.2016 – 12.2017

## ● **Innovation Manager Digital News & Development**

Tamedia AG in Zurich

As iM DMD, I was in charge of the future of content production, content distribution, content consumption and content analysis as well as user engagement. In my role in connection with this, I reviewed the applicability of new technologies within Tamedia and concentrated primarily on the area of publishing. The focus was on the core areas of tools, storytelling, devices, analytics and user engagement throughout the publishing process.

### Specific duties

- Systematic analysis of relevant sources in the areas of media, innovation, technology, etc.
- Point of contact for inquiries from service providers, potential cooperation partners
- Targeted product and market analyses, benchmarks and strategic recommendations for action and adaptation possibilities for Tamedia
- Preparation & presentation of innovation reports for various stakeholders, especially company leadership and management
- Development and maintenance of relationships with (international) accelerators such as Matter VC in New York and San Francisco
- Mentoring and submission of innovation projects in the Tamedia Innovation Fund, Google DNI, etc.

09.2014 – present

## ● **Co-Founder & Managing Partner**

ARKHAM Enterprises GmbH in Zurich

In 2014, two friends and I founded the company with the aim of developing digital products, native apps, web apps and web services in our free time, making these market-ready and selling them in a self-supporting state to interested parties for profit. In the middle of 2016, we decided on a strategic change and repositioned the company as a web agency. Since then, ARKHAM Enterprises GmbH has acquired a base of returning customers and now employs a total of three full-time employees along with a network of freelancers who can be dynamically integrated into the development process depending on the order situation.

### Specific duties

- Overall responsibility for business administration for the company
- Strategic orientation and positioning of the company
- Marketing and communication activities
- Acquisition and supervision of customer projects with an order volume upward of CHF 30,000
- Conceptualization of product prototypes
- Corporate identity and visual branding



03.16 – 11.2016

## ● **Product Owner 20 Minuten Gruppe**

Tamedia AG in Zurich

As Product Owner of the 20 Minuten Group, I was responsible for the conceptual and strategic further development of the digital channels of 20 Minuten. As part of this, I took on the requests, needs and ideas of various stakeholders in editing, sales and marketing, and oversaw their operational implementation. This was carried out in close cooperation with IT and graphics. The Product Owner serves as the link between IT and all other stakeholders.

### Specific duties

- Understanding the requirements of all stakeholders
- Nurturing stakeholder relationships
- Generation of concepts and development of new strategies
- Evaluation and integration of alternative revenue models
- Development of wireframes, designs and click dummies or prototypes
- Establishing priorities for individual tasks
- Estimating outlay for individual tasks
- Supervision of the development process
- Maintenance and development of the product and sprint backlog
- Reporting to stakeholders on the situation, status and outlay

07.2013 – 02.2016

## ● **Project Manager Digital Development 20 Minuten**

Tamedia AG in Zurich

As Project Manager Digital Development, I worked closely with the Head of Digital for 20 Minuten. We developed new concepts and features for the digital channels of 20 Minuten. In particular, the conceptualization, development and launch of the new 20 Minuten mobile app in fall 2015 caused a major sensation in the media landscape throughout Europe. As part of this, I developed the idea of dividing the 20 Minuten mobile app into four different user worlds: “Classic”, “Social”, “Personal” and “Play”. Furthermore, the Head of Digital and I mapped out the 20 Minuten social media strategy that at the time saw 20 Minuten grow to become one of Switzerland’s largest Facebook communities.

01.2010 – 06.2013

## ● **Junior Project Manager Tamedia Digital**

Tamedia AG in Zurich

I worked as part of a small team that then reported directly to the Manager of Digital and a member of Tamedia's company management. In this team, we developed Tamedia's first proper digital strategy. In my role as Junior Project Manager Tamedia Digital, I analyzed participation and partnership requests for the company management and administrative board. We laid the foundations for today's business areas of "Classifieds & Marketplaces" and "Services & Ventures". One important element of our work was organizing the so-called "New Media Sessions", an event for Tamedia employees, where external specialists gave talks on specific topics in the field of digital business. The "New Media Sessions" took place every two months and had an average of 50 attendees.

08.2005 – 12.2009

## ● **Assistant to the CEO of PartnerWinner.ch**

Tamedia AG in Zurich

My first role after completing my commercial apprenticeship was as Assistant to the CEO of the dating platform PartnerWinner.ch. The team was made up of just four to five employees. Together, we managed what was then Switzerland's largest dating site. My activities encompassed anything and everything: from monitoring profiles and corresponding images and comments, to editorial tasks like introducing the "Single of the Week" in the 20 Minuten newspaper and organizing singles events with the legendary events company "Speedflirting".

The following articles in German offer further insights into Mike John Herter's past projects and initiatives:

- [Sind wir «innovationsfaul» geworden?](#)
- [Future of Work Series: FUTURE CANDY Suisse](#)
- [Wie innovativ ist die Schweiz? FUTURE CANDY goes Suisse](#)
- [Podcast «Freitagsspitzen» Media Innovation Map](#)
- [Wie «20 Minuten» auf Innovationen reagiert](#)
- [«Die Aufmerksamkeitsspanne nimmt laufend ab»](#)
- [«Wir monetarisieren die Facebook-Reichweite»](#)
- [«Tamedia Code Academy» wird lanciert»](#)
- [Zwei neue Apps für «20 Minuten»](#)
- [«20 Minuten» lanciert neue App mit vier «Views»](#)