

Curriculum Vitae Ulf Morys

Personal Data

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Personal Details: Born 19th of Dec. 1966, married, 3 children, German citizen

Professional Experience

01/2009 - present	<p>Ubisoft GmbH : <u>Finance Director, Germany</u> Industry: Video Games Publisher (3rd largest independent games publisher worldwide) (same founder background as AMA and Gameloft)</p> <p>Tasks / Responsibilities</p> <ul style="list-style-type: none">• Controlling, accounting, treasury, reporting, corporate and financial matters, IT and logistics coordination for:• Distribution operations in Germany, Austria, Poland and Switzerland (T/O ca. 100 Mio. €, headcount ca. 85)• Production operations in Germany and Switzerland (BlueByte GmbH) (T/O ca. 5 Mio. €, headcount ca. 150)• Managing team of 13	<p>Achievements</p> <ul style="list-style-type: none">• Stopped headcount turnover• Successfully terminated financial audit, shielding company from major task risks• Instrumental in kick-starting operations of Polish & Swiss branch on time• Negotiated major cost savings on operational costs (ca. 0,5 Mio. €/annum)• Co-ordinated local major ERP-update• Initiated merger with sister company to realize tax saving > 1.5 Mio €
10/2006 – 08/2008	<p>AMA Ltd. (Advanced Mobile Applications) : <u>Sales Director, Central&Northern Europe</u> Industry: Mobile Applications Publisher (same founder background as Gameloft; minority shareholder)</p> <p>Tasks / Responsibilities</p> <ul style="list-style-type: none">• Build and grow the sales network in Central and Northern Europe via operators, B2C distribution channels and major handset manufacturers.	<p>Achievements</p> <ul style="list-style-type: none">• Considerably increased market share and brand awareness of AMA mobile entertainment applications within the mobile content segment.
10/2000 – 09/2006	<p>Gameloft GmbH : <u>General Manager</u> Industry: Mobile Games Publisher (formerly LudiWAP / Ludigames; 2nd largest mobile games publisher worldwide)</p> <p>Tasks / Responsibilities</p> <ul style="list-style-type: none">• 01/2006-09/2006, global responsibility for new business development: Identify and seize opportunities to transfer the experience in mobile games to other mass market digital platforms in a converging technological landscape (iTunes, 3G games consoles, set top boxes, IPTV etc.)• Until 12/2005 responsible for the build-up of operations & customer relationships in DACH; management of the workforce (sales, marketing and operations; max. team size 8 persons)	<p>Achievements</p> <ul style="list-style-type: none">• Prepared entry into new markets, establishing new revenue streams: handset embedding, online consoles, Apple iTunes• Achieved profitability of local operations from day one on and grow T/O to > 5Mio €/annum and thus contributed to valuation increase of group to > 500 Mio. €• Built from scratch local market leader & recognized mobile games end user brand• Managed build-up of B2B sales network across several paradigm shifts: WAP, PDA, Java. iOS
08/1997 – 09/2000	<p>o.tel.o communications : <u>Team Leader Controlling</u> Industry: Landline Telecommunications Provider (Now part of Vodafone Group)</p> <p>Tasks / Responsibilities</p> <ul style="list-style-type: none">• Head of interconnection & leased lines controlling/traffic management, managing team of 4 people• Team leader invest / CAPEX controlling	<p>Achievements</p> <ul style="list-style-type: none">• Optimization of largest single cost item of the company, substantially decreasing interconnection & leased line fees (ca. 1 Mio. €/month)

06/1995 – 07/1997	Deutsche Babcock AG: Trainee / Personal Assistant to group CFO Industry: Mechanical Engineering & Construction Tasks / Responsibilities <ul style="list-style-type: none"> Personal assistant to group CFO Member of Group Strategy and M&A, participating in major acquisition and divestment activities Project leader "Babcock in the Internet" 	Achievements <ul style="list-style-type: none"> Considerable reduction of purchase price for a target company during a merger process (> 40 Mio €) Established internet use as a marketing tool & process enabler
01/94-05/95	L'Oréal Deutschland GmbH: Divisional Junior Controller Industry: Cosmetic Products / FMCG Tasks / Responsibilities <ul style="list-style-type: none"> Budgeting, planning, cost control and group reporting "Coiffure" division 	Achievements <ul style="list-style-type: none"> Introduction of new reporting tools Savings through sourcing optimization

Academic Curriculum

1987-1993	Technische Hochschule Darmstadt Studies of Economic Engineering (Wirtschaftsingenieurwesen)		
	Studies <ul style="list-style-type: none"> GPA 1,9 on 1-6 scale Degree: Diplomwirtschaftsingenieur, Fachrichtung Maschinenbau 	Internships <ul style="list-style-type: none"> SMS Schloemann Siemag AG: Corporate strategy department: Global market leader steel rolling mills 	
	Institut National Polytechnique de Grenoble (INPG) ERASMUS exchange 1990-1991		
	Studies <ul style="list-style-type: none"> Studies of Economic Engineering at the ENSGI (Ecole Nationale Supérieure de Génie Industriel) 	Internships <ul style="list-style-type: none"> GROUPE SILICOMP, Grenoble: ISO 9000 Software Quality Assurance Manual Pompe Guinard-KSB S.A., Châteauroux 	
1987: Military service in the German Air Force ("Luftwaffe")			
1986: A-Levels at Görres-Gymnasium, Düsseldorf (1.2 GPA on a scale from 1 to 6; 1 = A)			
1984: US-High School Graduation: Kentridge High School, Kent, WA, USA (exchange year)			
Language Skills			
German	★★★★★★	Russian	★★☆☆☆☆
English	★★★★★☆	Italian	★★☆☆☆☆
French	★★★★★☆	Spanish	★☆☆☆☆☆
IT-Competence			
Office applications:	★★★★★★	ERP coordination:	★★★★☆☆
BI/DWH-tools:	★★★★☆☆	ERP daily use:	★☆☆☆☆☆
Personal Interests			
History	Languages	High Tech / Innovation	Current Events
Jogging	Biking	Hiking	



Düsseldorf, 20th of February 2012

Ulf Morys