



**Martin Liss M.A.**

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## **Curriculum Vitae**

### **personal**

date and place of birth: July 9th, 1968 in Stuttgart, Germany

family status: married, three children

nationality: German

languages: fluent in French, English, and German

*Martin Liss is a senior management consultant (and audio entrepreneur) with a passion for complicated situations, people, storytelling, and innovation. He is the co-owner of the systemic consulting firm BUSCHMANN LISS and of podcast360 GmbH, which provides audio content, production, training and research.*

*Before that, Martin has spent over 30 years primarily working in radio: In his last position as Program Director of ENERGY in Germany and Managing Director of the flagship station in Berlin, he and his team doubled the ratings of the station within 18 months. Martin Liss is one of the few established managers in the German audio industry who also gained leadership experience in other media genres and start-ups, too. He served as Program Director at "MFD Mobiles Fernsehen Deutschland" ('mobile TV Germany') and as Managing Director of the YouTube creators' network Mediakraft.*

*Martin regularly moderates or speaks at industry events nationally and internationally, hosting sessions or giving keynotes at conferences in Johannesburg, Moscow, Seoul or Dublin, among others. Additionally, Martin is a long-term member of Radiodays Europe's Programme Group.*

*Martin Liss has been appointed several times to the juries of the German Radio Award and the German Podcast Award respectively.*

### **current activities**

#### **Media & Management Consultant**

[www.martinliss.de](http://www.martinliss.de)

strategic and operational management consulting services; organizational development and executive coaching; systemic approach; content strategy, production & acquisition; consumer research; marketing & communications; project management; business development.

Leadership and teams, motivation, integral personal and group development, change and resource management; vision, mission and commitment; optimization of workflow, time, energy, efficiency and job satisfaction, 'new work' (remote working, 4-day-week, etc.).

Audio content creation, production, consultation and research. Corporate podcasts for industry clients, journalistic podcasts for commercial and public service broadcasters, research on B2B and consumer behaviour regarding audio-on-demand. Consulting companies, media houses and institutions.

**Consultant**  
www.bci.de

#### employment history



May 2015 – April 2016:  
**Chief Program Officer** and **General Manager**  
at **Mediakraft**, Cologne, Germany.

*Mediakraft is an independent Multi-Channel Network (MCN). MCNs create, produce, aggregate, promote and monetize online videos – they are basically a giant internet-based TV network with no limits to its stream of content. VC-founded as a start-up in 2011, Mediakraft was the first-mover in Germany and in 2015 accounted for around 600 million monthly views on youtube and other platforms.*

fields of responsibility: development and production of online video content for different target groups; creation, sourcing and curation for video entertainment channels; business development deals with digital outlets incl. commercialization (Spotify, Clipfish, Dailymotion, RTL2, etc.); creation of branded channels for major customers; setup of a technological platform for self-managed content distribution and monetization; internal restructuring after a management reset.

main areas of work: content creation, development, conceptualization, production, potential analysis, evaluation and optimization. Market research and content strategy. Management of talent, production crews, sales integration and (B2B) customer needs.

main achievements:

- monthly views are on all-time high (as of Jan. 2016) despite several big artists left the network before the management reset.
- workflows for creation, production, greenlighting and evaluation are now professionalized, resulting in clear and efficient processes and results in programming as well as in the production subsidiary's P+L.
- company will break-even in 2016.



November 2008 – April 2015:

**Program Director Germany** and  
**General Manager Berlin** at **ENERGY / NRJ**

*NRJ is Europe's largest radio brand and one of the leading audio entertainment services in the world. NRJ Group is the holding listed on the Paris stock exchange. ENERGY Berlin was the group's first non-French speaking subsidiary and today is the flagship station for Germany, ENERGY's largest market outside of France.*

since April, 2011 **Program Director Germany**

fields of responsibility: heading strategy and programming in the five subsidiaries as well as the national product (ca. 80 pax).

main achievements:

- successful implementation of national strategy and synergetic operational structures
- successful centralisation of research, music, content, strategic promotion, branding, social media and production
- financial turn-around of ENERGY in Germany into profitability after eight years in 2012

started in November 2008 as **Station Manager,**

since June 2009 local **General Manager,** Berlin

fields of responsibility: operational station head (ca. 30 pax), responsible for programming, budget and revenue / P+L

main achievement:

ratings doubled in two years (from 44.000 to 87.000 per avg hour)



April 2006 – October 2008:

**Director Content** at **MFD Mobiles Fernsehen Deutschland GmbH** (*Mobile Television Germany Ltd.*), Cologne, Germany.

*MFD was a nationally observed technology start-up trying to establish mobile TV via DMB and DVB-H in Germany. The company was a joint-venture of the German publishing houses Burda and Holtzbrinck, later joined by the South-African media group Naspers.*

fields of responsibility: aggregation and development of the programme bouquet, supervisory responsibility regarding budget and personnel, reporting to the general management directly.

main areas of work: Contract negotiations, project management of TV and radio stations (both public and commercial) as well as independent production companies on senior and executive level. Market research and target analysis, programme strategy and development. Steering of agencies.

Relationship management towards federal media authorities and other public institutions. Speaker, presenter and representative for MFD in symposia, discussions and other public appearances as well as in committees and at relevant events nationally and internationally (cf. speaker activities).



September 2000 – April 2006:  
several positions at **bigFM**, Stuttgart.

*bigFM was launched in Summer 2000 as black/urban radio network in the south-west of Germany and has been formatted into one of the most successful multi-media entertainment brands for young people in Germany.*

since February 2004

**Creative Director** and **Vice Programme Director**, bigFM

fields of responsibility: budget and personnel for both programme development and strategic marketing. Interface programming vs. sales department. Creation of customer-tailored special promotions: idea, concept, copy/text creation, briefing, realisation, and evaluation. New business development, especially concerning multi-channel & mobile marketing, podcasting, "visual radio" and personalised / customer relationship management.

since June 2002

**Vice Programme Director**, bigFM

fields of responsibility: editorial programme & staff management, programme quality management, team leader & coaching of on air staff. Creation and execution of show concepts and entertainment features. Presentations for customers and network / relationship management with commercial decision makers.

since September 2000

**Head of On Air Promotion**, bigFM

fields of responsibility: strategic on air marketing and promotions. Text/copy and production as well as scripting for announcers/DJs. Sales promotions and major promotions. Coaching of on air personnel especially regarding station strategy and marketing tactics.



May – August 2000:

**Production Coordinator**, Hit-Radio FFH, Frankfurt.

fields of responsibility: Co-ordination, organisation and quality management of production department. On air marketing. Text/copy, concepts, production and realisation of promotional tactics and trailers.



May 1999 – April 2000:

**Editor On Air Promotion**, Hit-Radio Antenne Niedersachsen, Hannover.

fields of responsibility: Concept and text/copy of programme trailers, promos and special advertising formats. 2<sup>nd</sup> on air station voice. Concept and operational management of the station's strategic on air marketing, major and sales promotions. Coordination sales department vs. programming.



August 1997 – April 1999:

**Trainee**, Radio Antenne Münster, Münster.

areas of work: Journalistic training. Editorial work and presentation of all shows and news formats. Regular prime time and morning show host. Investigation and production of journalistic pieces, interviews, reportages and live reports. Production of promos, creation of comedy and quiz show formats.



February 1994 – Mai 1997:

**Freelance journalist**, Radio Freiburg FR 1, Freiburg.

areas of work: Editorial work and show presentation. Writing and presentation of local news. Investigation and production of reports, interviews, features. Sports personality, live reporter and anchor for ice hockey and basketball, field reporter for soccer (*Bundesliga*).

## teaching activities

- 2009 **DW-Akademie:** Trainer on foreign assignment, Bishkek, Kirgistan: Management for commercial radio stations. *DW-Akademie is the international media training and educational institute of Deutsche Welle, Germany's public international broadcaster.*
- 2007 **Munich College for Television and Film** (*HFF Hochschule für Fernsehen und Film*), Munich: Workshop "New and digital media distribution channels".
- 2003-2006 **Media College Polytechnic** (*Hochschule der Medien*), Stuttgart: "Audio production" and "Broadcasting as a business"; consulting the build-up of college radio 'HoRadS'.
- 2001 & 2006 **Hohenheim University**, Stuttgart: lectures and workshops, eg. "Marketing of invisible products", "Marketing and re-positioning of a radio station", "New revenue streams and new distribution ways of television and radio".

## awards

- 2010 Nominee, German Radio Award for Best Morningshow (team nomination for "ENERGY Toastshow mit Ingmar & Boussa")
- 2006 Winner, LfK Media authority's special award in recognition of innovation in the media (for "visual radio")
- 2003 Winner, LfK Media authority's award for marketing and sales promotions
- 2002 Winner, LfK Media authority's award for entertainment

## speaker activities (excerpt)

- 07/2023 Host, Nürnberger Lokalfunkstage, Nuremberg
- 10/2019 Host, Audio Summit, Münchner Medientage
- Host, Podcast Special, Münchner Medientage
- 05/2019 Host, DAB im Dialog, Berlin

10/2018	Host, All About Voice - the smartspeaker conference, Munich
11/2018	Host, worldDAB General Assembly, Berlin
04/2018	Speaker, AIBD Summit, Delhi
07/2017	Speaker, Radio Days Africa, Johannesburg
since 2017	Main host, Radiodays Europe Podcast Day, Copenhagen
since 2017	Member of the Programming Committee & session host, Radiodays Europe, Amsterdam 2017, Vienna 2018, Lausanne 2019, Lisbon 2021, Prague 2022, Munich 2023
03/2016	Speaker, Radiodays Europe, Paris
03/2014	Panelist, Radiodays Europe, Dublin
03/2013	Speaker, FDR Radio Together Festival, Moscow
10/2011	Keynote speaker, Brave New Radio, Brussels
03/2011	Panelist, Radiodays Europe, Copenhagen
03/2010	Panelist and moderator, Radio Days Europe, Copenhagen
11/2008	Speaker, NAB Europe, London
11/2007	Speaker, NAB Europe, Barcelona
05/2007	Speaker, 4 <sup>th</sup> International Symposium on DMB, Seoul
05/2007	Speaker, Rose d'Or, Lucerne
03/2007	Member of the Jury, <i>spotlight</i> festival for advertising film, Friedrichshafen
02/2007	Speaker & Panellist, Mobile TV world summit, Munich
11/2006	Speaker, NAB Europe, Rome
06/2006	Speaker, Digital Radio World, London

#### seminars attended (excerpt)

2017	YouTube certified - audience growth
2007	Programming strategy, Dr. Roger Schawinski, Medien-campus, Leipzig
2005	RAB Annual Conference, Atlanta
2003	PD Grad School, Dan O' Day, Los Angeles
2000	The Promotion Directors' School, Doug Harris, Denver
1994-1999	speech and recitation training, Manfred Burckhard, Freiburg & Monika Leuer-Rose, Münster
1998	Basic journalism course, German Radio Broadcasting School ("Deutsche Hörfunkakademie"), Dortmund

#### further qualifications

2019-2020	<b>Certified</b> consultant in <b>organizational development</b> , artop-institute at Humboldt University, Berlin.
2014-2015	<b>Certified</b> systemic <b>Executive Coach</b> , artop-institute at Humboldt University, Berlin.
2005-2006	Executive training course „ <b>Business Administration and Strategic Management</b> “ at FernUniversität Hagen (successfully completed).
1988-1997	Registered <b>Emergency Medical Technician / Paramedic</b> ( <i>staatl. anerk. Rettungsassistent</i> ), German Red Cross, Stuttgart & Freiburg; Squad Leader and Officer-in-Charge in both professional emergency

management and voluntary civil protection; Instructor for First Emergency Medical Aid; certified ACLS instructor (American Heart Association).

## education

- 1997 Graduation as **Master of Arts** (*Magister Artium*) and **State Examination for Higher Teaching Posts**, Albert-Ludwigs-Universität, Freiburg i.Br., Germany. Thesis: „On the role of short term memory in human speech production and speech recognition“.
- 1990-1997 Studies in English and German Philology, Literature and Linguistics; University, Freiburg i.Br., Germany.
- 1988-1990 Civilian service: emergency rescue and ambulance service; German Red Cross, Stuttgart.
- 1988 German High School Diploma (*Abitur*)
- 1975-1988 Primary and Secondary School in Stuttgart

## extensive stays abroad

- 09/92-05/93 Assistant Teacher; Méan Scoil Mhuire na Trocaíre, Castlerea, Co. Roscommon, Republic of Ireland
- 1970-1973 as a child: Paris, France

## private interests, hobbies

Travelling, sailing, cinema, music (classical guitar: 7 years), sports (running, football, volleyball, basketball)

## public profiles

[www.linkedin.com/in/martinliss](http://www.linkedin.com/in/martinliss)  
[www.martinliss.de](http://www.martinliss.de) (German)