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Top Skills

Digital Marketing
Online Advertising
Start-ups

Languages

English (Professional Working)
Deutsch (Limited Working)
Spanish (Native or Bilingual)

Honors-Awards

WINNERS Start-Up Chile
WINNERS - SEED - Startups
and Entrepreneurship Ecosystem
Development Program

Matias Puga

Head of Marketing at abracar GmbH
Munich Area, Germany

Summary

I use digital marketing techniques in a creative way to promote, scale, and optimize businesses -techniques nowadays known as "growth hacks". Moreover I create added value for established brands, working in corporate and team settings. More than 15 years of experience and my entrepreneurial mindset make me an ideal partner for startups as well as corporations and agencies.

Experience

abracar GmbH
Head Of Marketing
February 2017 - Present
Munich Area, Germany

As a 100% subsidiary of Allianz Group aims on selling cars for the best price with no effort for the customer: car selling re-thought. I've been with the project from idea to market proof to the phase of scalability – gaining valuable experiences, but also adding significant value thanks to my own start-up background.

As the Head of Marketing my team and I were able to build a big marketing setup that includes all channels: TV, search marketing (Bing and Google Ads), display, social marketing (Instagram, Facebook), affiliates marketing, newsletters, print.

WERK1 - the most startup-friendly place in Munich

Mentor
June 2018 - July 2018 (2 months)
Munich Area, Germany

W1 Forward is the Accelerator program powered by WERK1, a leading digital incubator in Munich. The approach is to help startups to grow their idea into scalable business. The accelerator brings startups together with industry partners (ADAC, Allianz, ARAG, Generali HUK-Coburg, MunichRE, and others) and the InsurTech Hub community. W1 Forward InsurTech is an intense 8 week international accelerator program based in Munich, that supports up to 10 teams from all over the world.

I was supporting some of these teams in finding marketing solutions for their products and services.

Brains & Hearts Munich

Digital Marketing Consultant

January 2017 - December 2017 (1 year)

Munich Area, Germany

Brains & Hearts is a Digital Business Design agency. They combine Business Consulting + Design Thinking + Lean Methods to build and promote brands as well as to help companies with their business models and bringing innovative digital products faster to market. I supported companies like Zeiss and Atlas Copco to explore new, lean start-up techniques and implement a result-driven performance marketing approach.

Allianz X

Entrepreneur in Residence

September 2016 - February 2017 (6 months)

Munich Area, Germany

The Allianz X is a fully owned subsidiary of Allianz SE, the world's largest insurance company. Their aim is challenging current business models, developing ideas and building companies for Allianz.

I was hired as entrepreneur in residence and as one of the first projects working on an on-demand insurance app for the European market. My position evolved to me being in charge of the marketing of all working start-ups in the Allianz incubator.

Grupit

Partner & Chief Marketing Officer

January 2008 - September 2016 (8 years 9 months)

Barcelona Area, Spain

In 2006 my partners and I created a social network aimed at the singles' market in Barcelona – a classical “first-mover scenario” back at the time. Today we have more than 500.000 users on our social networks. Our aim is to connect people with similar interests, encouraging them to participate in events and trips for singles.

As Chief of Technology and Marketing I was in charge of developing the product and at the same time of all aspects of performance marketing, while building and leading a (remote) team of programmers and collaborators.

Ticket Hoy

Partner & Marketing Advisor

January 2013 - August 2016 (3 years 8 months)

Greater Buenos Aires, Argentina

Ticket Hoy is the disruptive way to promote, sell and buy tickets for shows, theater and entertainment in Latam.

Now, promoters, show producers and venue owners are able to generate more revenue with lastminute offers, dynamic prices and selling commissions of resales.

All of this with a mobile app that inspire people to find his going out plans. With Ticket Hoy, promoters always sell more.

Micuento

Seed investor - Online Marketing Advisor

October 2014 - April 2015 (7 months)

Barcelona Area, Spain

MiCuento is a mobile and collaborative reading platform where kids become the main characters of their favorite stories and invite their friends and family to be part of interactive book apps. Basically, MiCuento comes to take out the dust from traditional children books, proposing a book 3.0: digital, personalized and collaborative.

Viatges Temps d'Oci

Online Marketing Manager - Patagonia

2003 - 2008 (6 years)

Patagonline is an online travel agency specializing in Patagonia.

Our aim is to be an information bridge between this remote region and Europe.

Watch our video: "How Patagonline works"

<http://www.patagonline.com/servicios>

The product is internationally positioned in the markets of Spain, Italy and Germany, using the classic travel sales model, commission on the volume of services handled.

This project had to be rescued in its early stages, we founded it in 1999 but it has held on in spite of the crisis and the economic convulsions that have shaken Argentina and Spain in recent years.

Using technology we have designed a system (Trip Planner) which enables you to put together your own trip with an online booking system capable of reaching providers in remote areas such as Bahia Bustamante where they have a satellite internet connection (as long as it's not too windy ;-).

Anakena Healthcare Consulting
Web Designer & SEO Manager
2001 - 2004 (4 years)

Webdesigner

va.media

Web Designer

January 1997 - January 2001 (4 years 1 month)

Empresa basada en Buenos Aires Argentina.

Desarrollo de paginas webs y CD-interactivos para agencias de publicidad y clientes privados.

Education

Universidad de Buenos Aires

Bachelor of Business Administration - BBA, Business, Management, Marketing, and Related Support Services · (1993 - 1995)

Universidad Nacional de las Artes

Bachelor of Arts - BA, Digital Arts · (1997 - 2000)