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Top Skills

Google Tag Manager
Werbung auf LinkedIn
Google Analytics

Languages

English (Professional Working)
French (Elementary)

Certifications

Google Analytics and Google Tag Manager
Google Ads Grundlagen
Google Ads Youtube
Native Ads Academy Certification,
Native Advertising Strategy Expert
Google Ads Suchmaschinenwerbung

Publications

TV 2.0

Harald Mueller

Oplayo: Tracking (SST mit GTM), stape.io, SEO, GEO, AI, Content Marketing und Ads für alle, die sichtbar werden wollen | Transformations-Unterstützung | Gründer Oplayo | GenAI Wednesday Munich
Isen, Bavaria, Germany

Summary

Mit über einem Jahrzehnt an Erfahrung als Gründer und Managing Partner bei der Oplayo GmbH habe ich eine tiefe Expertise in Betriebsführung und ein ausgeprägtes Talent für die Organisation von Events mit Schwerpunkt auf künstlicher Intelligenz entwickelt. Unsere Arbeit konzentriert sich darauf, individuelle Lösungen für unsere Kunden zu schaffen, die ihre Präsenz in der digitalen Welt stärken und ihren Erfolg messbar machen.

Als Mitgründer von Gen AI Wednesday habe ich eine Plattform ins Leben gerufen, die Fachleute und Enthusiasten der künstlichen Intelligenz zusammenbringt. Dies unterstreicht nicht nur meine Leidenschaft für die neuesten Technologien, sondern auch meine Fähigkeit, relevante Veranstaltungen zu organisieren und zu leiten, die das Bewusstsein und die Anwendung von AI vorantreiben. Im Zentrum meines Wirkens steht das Bestreben, die digitale Transformation aktiv zu gestalten und zu fördern.

Experience

Oplayo GmbH
Founder & Managing Partner
November 2013 - Present (12 years 2 months)
München, Bayern, Deutschland

At Oplayo my responsibilities include, but are not limited to: Finance, Legal, HR, Technology consultancy, Operations and Sales.

GenAI wednesday munich
Co-Founder
February 2023 - Present (2 years 11 months)
Munich, Bavaria, Germany

Former Co-founder of Mobile Monday Germany e.V. (MoMo). After 10 years since the last event in Munich now Co-founder and organizer of Gen AI wednesday. GenAI Wednesday munich is a notable event in Munich, Germany, that focuses on advancing and celebrating the use of artificial intelligence (AI). This initiative has already evolved into a vibrant platform for AI enthusiasts and professionals. The recent GenAI Wednesday event in Munich marks a significant milestone, bringing together over a hundred participants. This gathering at LOSTWEEKEND was not just a meeting of minds but also a celebration of the progress and potential of AI.

What stands out about GenAI Wednesday is its commitment to making AI accessible and relevant to a broader audience. The event's tagline, "AI for All," underscores this inclusive approach. By hosting these gatherings, GenAI Wednesday munich fosters a community where ideas, knowledge, and experiences in AI are shared freely. Participants benefit from networking opportunities, gaining insights from experts in the field, and staying abreast of the latest developments in AI.

The environment at GenAI Wednesday is described as lively and engaging, with a mix of fun and learning. It's not just about technical discussions; the event also offers a social platform where participants can relax, enjoy drinks, and form meaningful connections with like-minded individuals.

In summary, GenAI Wednesday in Munich is a beacon for the AI community, providing a space for learning, sharing, and celebrating the advancements in AI. Its recent event, with over a hundred attendees, reflects its growing importance and the enthusiasm surrounding AI in the region.

Bürgerenergie Isental e.V.

Aktives Mitglied

January 2024 - Present (2 years)

Isen, Bayern, Deutschland

MobileMonday Germany

Co-founder, Board Member, Intl. Editor and Coordinator

September 2006 - December 2013 (7 years 4 months)

<https://www.linkedin.com/groups/2687307/>

djd deutsche journalisten dienste GmbH & Co. KG

Leiter Operatives Geschäft ONLINE

August 2008 - November 2013 (5 years 4 months)

Würzburg, Bayern, Deutschland

Verantwortlich für Web-TV und Aufbau und Vertrieb R-G-Z Ratgeberzentrale GmbH

MediaWireless

Chief Executive Officer

March 2005 - November 2013 (8 years 9 months)

Greater Munich Area

A project management firm specialized in managing convergent projects (esp. focussed on convergence and business models in the TIMES industry)

scopas medien AG

Head of New Media (interim)

August 2007 - August 2008 (1 year 1 month)

Interim Management (Commercial)

IntelliVision / Handelsblatt Media Group / myTV

COO

December 1996 - July 2007 (10 years 8 months)

After some marketing achievements I was responsible to change the focus of the company from a traditional TV and post-production house into a full-fledged TV/media oriented digital company. In order to speed-up the process, a merger with a PC-programming company was completed and allowed us to create several joint-ventures with leading companies, such as Handelsblatt Publishing Group. Revenues in the same period tripled per year. myTV was a one year adventure /w Gruner and Jahr.

Oplayo (mobile wireless start-up)

Senior Vice President for a Mobile Service company backed by Nokia, Siemens

November 2001 - May 2007 (5 years 7 months)

Helsinki, Finland

Strategic day2day business Consulting, including business plan & sales strategy development. Close working with MEDIA + PORTALS (Telcos) + System Integrators.

As my CEO said:

Harald had several responsibilities at Oplayo, he was like our internal entrepreneur. Although most of his responsibilities were in sales he, voluntarily, spent nights and weekends building demos and websites that were used across the company in exhibiting our technology. He provided invaluable insight to product development and more widely to company strategy. I

enjoyed working with Harald as he is clear about what he wants done and he always has the will and energy to see it through.

Handelsblatt Publishing Group

CEO at beTVeen.com

March 2000 - December 2001 (1 year 10 months)

I have been responsible for operations, sales and HR

ISGweb.com

Managing Director

March 1992 - November 1996 (4 years 9 months)

Managing all Operations

SPI Inc. / GmbH

Director Marketing

May 1989 - February 1992 (2 years 10 months)

Managed all Marketing Activities of the company

Deutscher Sparkassenverlag. Ein Unternehmen der DSV-Gruppe

Product Manager

February 1987 - May 1989 (2 years 4 months)

Stuttgart Area, Germany

PM for various lines of products in the back office space

Philips PKI AG

Product Trainer

June 1985 - January 1987 (1 year 8 months)

Train the Trainer

Education

Universität Siegen

Universität des Lebens, Marketing/Marketing Management, General, Human Resources, Organization · (October 1978 - January 1987)

AIESEC

· (September 1978 - December 1988)