

# Tobias Oskar Lassmann

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## Attributes

- Strong interest in the latest technological inventions
- Target and metrics driven
- Excellent verbal and written communication
- Lead by example and effective team player
- Adaptable to new environments
- Attention to detail and design
- Creative and able to think outside the box

## Key Skills

- E-Commerce
- Marketing
- Data Analysis
- Proficiency in IBM Watson Assistant & IBM Cloud
- Knowledge and Experience in Programming: SwiftUI, JavaScript, Python
- Knowledge and Experience in Data Science & Data Management: RapidMiner, R Studio, Python
- Experience in Salesforce (Trailhead)
- Proficiency in Excel, Word, PowerPoint

## Languages

German ●●●●●  
English ●●●●●  
Italian ●●●●●  
Spanish ●●●●●

## Personal Profile

An enthusiastic individual who is intrinsically motivated, organised and people focused. I am passionate about new challenges while quickly adapting to volatile environmental conditions through my agile, project-based mindset. In doing so, I enjoy working in teams, taking responsibility and always striving for successful collaboration towards an overall common purpose. I am hugely passionate about delivering the highest value possible through actively contributing to innovate and disruptive business models. For this purpose, I am committed in taking new opportunities as of **May 2021**.

## Professional Experience

### Student Consultant - Cologne, Germany

MAR 2020 - MAR 2021

*E Commerce Institute Cologne*

During my professional experiences, I succeeded in seeking and taking on responsibility at an early stage. In doing so, I have always been committed to contributing my passion and early practical experiences with digital technologies and economic concepts in a profitable way. My emphasis has also been on realizing potential in new business relationships and cultivating existing collaborations.

- Acquisition and development of a long-term cooperation with IBM.
- Successful Chatbot development and implementation: Backend and Frontend (utilising IBM Watson Assistant) | [IBM Blog-Entry](#)
- Leading and mentoring student teams in developing new concepts to maximise customer acquisition and service support
- Drastic cost and expenditure reduction during the B and C customer acquisition of the company 'WISAG AG'. Based on an ABC customer analysis, which resulted in the successful development and implementation of a digital offer calculation.

### Research Assistant & Working Student – Cologne, Germany

OCT 2019 - MAR 2020

*Hochschule Fresenius, University of Applied Science*

- Project Implementation through partner co-operation
- Assistance and monitoring of scientific research and cooperation
- Participation in scientific excursion of the Fresenius University of Applied Science to Cape Town, SA
- Support for the cooperation between the Fresenius University of Applied Sciences and the Bundesliga club Bayer Leverkusen in the development of a digital fan experience concept

## Education & Qualifications

### Digital Management MA

2019 - 2021

*Hochschule Fresenius University of Applied Science*

**Major** Technical Application & Data Management

**Relevant Modules** Digital Innovation, Digital Media, Consulting & Marketing, Digital Transformation, Electronic Commerce, Technical Application & Data Management

**Thesis** 'The Application of Chatbots in Private Universities – A Critical Analysis of Economic Potentials and Challenges': First Class Honours (1.0)

### Business Administration BA

2016 - 2019

*Hochschule Fresenius University of Applied Science*

**Major** Online Management

**Relevant Modules** Marketing & E-Commerce, Strategic & International Management, Online Business & Online Marketing, Value Chain Management, Human Resource Management, Marketing & Market Research

**Thesis** 'Wirtschaftliche Potentiale und Herausforderungen von Smart Contracts auf der Basis der Block-Chain-Technologie' (Economic Potentials and Challenges of Smart Contracts on the Basis of the Block-Chain-Technology): Upper Second Class Honours (1.7)

### Semester Abroad

2017

*Pace University, Berkeley College (New York City)*

**Major** Accounting & Finance

**Relevant Modules** Management Accounting and Finances, International Accounting, Corporate Finance, International Banking and Finance, Business Negotiation

## Additional Achievements

### Programming and management of an iOS app for KPI and annual report oriented analysis and evaluation of investment decisions on the stock market

JAN 2021 - PRESENT



PREVIEW

A private project that aims to leverage and share my finance and accounting knowledge and skills for safe stock market investments with my friends and acquaintances in the form of an appealing user interface. My small team (consisting of friends) and I have already succeeded in accessing informative KPIs, balance sheets, and income statements of the largest listed companies, including qualitative assessments, utilising various open-source APIs. In this context, I am currently working on the programming and integration of a support vector machine (using Python), whose purpose is to utilise historical data to perform machine learning-based classifications in relation to stock price changes. In my spare time, I continue to educate myself on the following topics:

- Data science regarding the embedding and API calls of the corresponding JSON files in real time
- Data Science regarding the classification utilising dynamic datasets (via SVM in Python)
- Cooperative leadership and successful teamwork
- Agile and Lean Project Management
- Financing and investment
- Customer Centricity
- Continuous Improvement Management
- Build Measure Learn Cycles

### TOPSIM-GOING Global Seminar

OCT 2018 - JAN 2019

Successful completion of a computer-based business simulation seminar with outstanding results (measured by the achieved share price increase of the fictitious company).

**Topic of the Seminar:** 'Realistic strategic realignment of an increasingly internationalizing industrial company under competitive conditions', including:

- Assessment of market attractiveness and market barriers of new markets
- Development of competitive, market and competitive strategies
- Selection of suitable new markets and market entry forms for expansion
- Development/implementation of a marketing strategy for market development
- Determination of investment strategy regarding manufacturing capacities
- Global sourcing decisions for the procurement of input materials

### Voluntary Social Commitment at Joseph-Bueys Comprehensive School

MAR 2015 - APR 2015

- Management and supervision of German lessons for socially disadvantaged and asylum-seeking students
- Assisting students with development and study plans