Stefan Tewes

Wichheimer Straße 159a
51067 Köln
0176 / 23470864
stefan@alphaorange.de

41 Years
* 28th August 1984

As a forward-thinking and curious mind, I embrace the transformative power of cutting-edge technology in today's dynamic world. My vision is to foster innovation through creative excellence and continuous learning. We are in an era marked by rapid digital evolution, breakthrough innovations, and the ascent of artificial intelligence, fundamentally reshaping our lives and workplaces. Emerging tools unlock new opportunities and untapped potential. Now, more than ever, success hinges on our ability to innovate, adapt to change, and stay ahead of the curve, a philosophy I live by every day.

Stefan Tewes
Career

2025

2024

2023

2022

since April 2021

Expert Media Research Implementation

RTL Deutschland GmbH

2021

2020

2019

October 2018 - March 2021

Group Head Business Analytics

[m]SCIENCE GmbH

2018

2017

2016

2015

2014

2013

2012

April 2011 - September 2018

Group Head Research

MediaCom - Agentur für Medienberatung GmbH

2011

2010

May 2009 - May 2012

Editor TV Ratings and News

Quotenmeter.de

2009

Stefan Tewes
Fields of Work

App for Customer Base Prediction

Project Lead for analysis of inflow, churn and customer base of RTL+ streaming subscriptions: prediction of specific KPI, simulation of effects of marketing and content release scenarios, optimization of strategies for churn prevention. Construction of self-service app using Python Dash.

Custom Marketing Mix Modelling (MMM)

Project management for the development and enhancement of statistical analysis methods in advertising impact research, tailored for streaming-specific metrics like video views and subscriptions, method implementation and automated data pipelines using Google BigQuery.

Ratings Forecasts, Format and Audience Analyses

Forecasting business metrics for upcoming months, considering trends, seasonality, and competition at an hourly level. Application of fundamental statistical methods and delivery of interactive charts using R and Plotly.

Automated Target Group Segmentation

Ongoing analysis of user data and usage measurements for RTL+ subscribers, aiming to classify them into various user segments using Python and BigQuery. The process is monitored and analyzed via an R Shiny dashboard.

Member of the „Expert Board Prompt Engineering“

Support in the conceptualization of AI-powered products within RTL Deutschland and responsibility for leading workshops on AI image generation with focus on prompting within RTL and Bertelsmann.

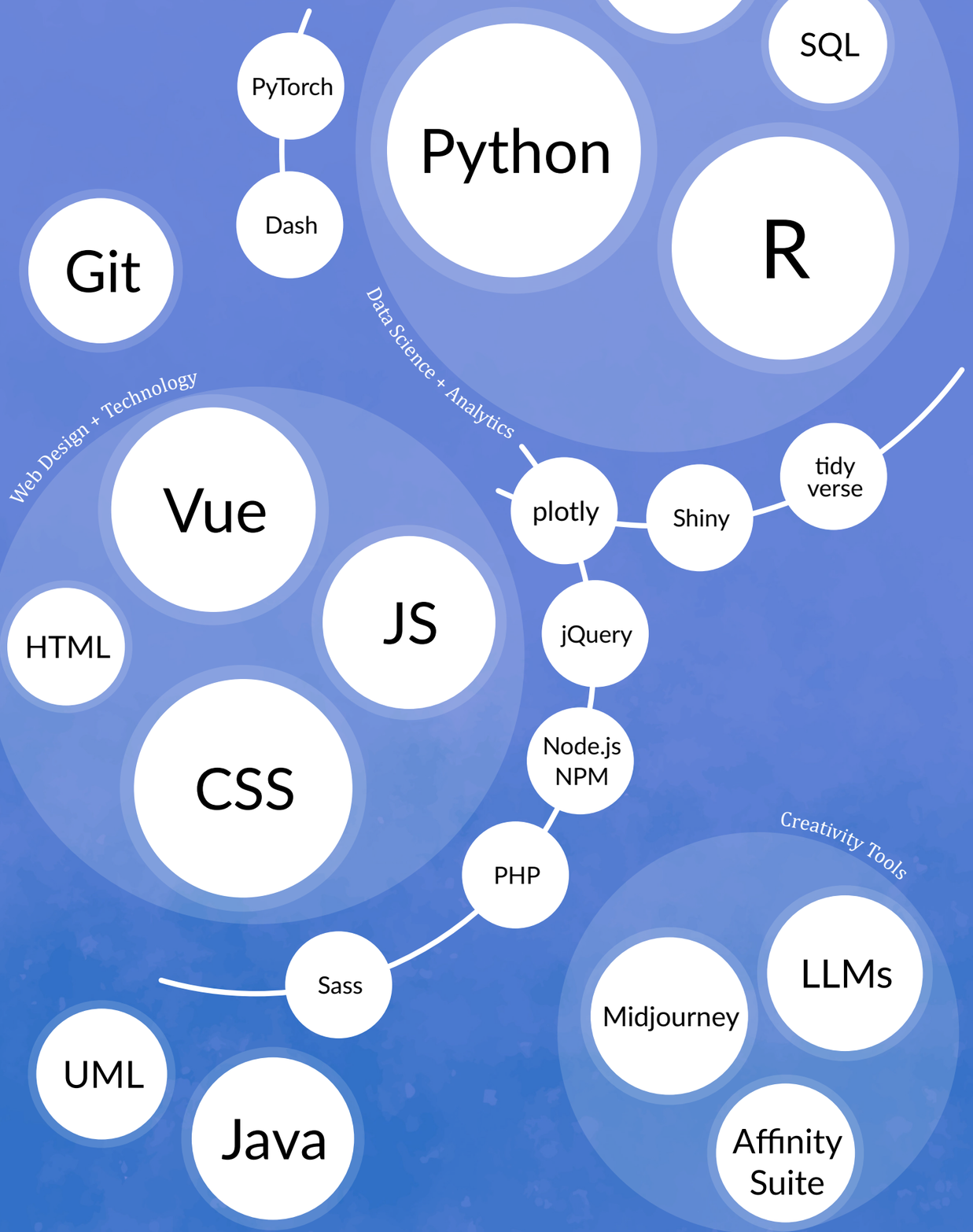
Leitung des Teams „Entwicklung“

Disziplinarische und fachliche Führung eines zweiköpfigen Teams von Entwicklern mit dem Ziel, Software-Lösungen in R und Excel zu implementieren, die vom Bereich „Business Intelligence“ der [m]SCIENCE für die effiziente, einheitliche und qualitativ hochwertige Umsetzung von Kundenprojekten in der Werbewirkungsforschung verwendet werden.

Entwicklung von Prozessen, Methoden und Software in der holistischen Markt-Media-Forschung

Erstellung neuer Verfahren wie z. B. der Einbindung von Offline-Media-Performance (insb. TV) ins klassischerweise rein auf Online-Kanäle bezogene Attribution Modelling.

Stefan Tewes
Tech Tree



Stefan Tewes
Work Skills

Languages

German:	First Language
English:	Fluent both written and spoken
	Language Certificate Business English (~ CEFR level C1)

Statistics and Data Analytics

Statistical Methods	Excellent
	Diploma in **Statistics** with **Grade 1.2**
R, tidyverse:	Excellent
Python, pandas:	Excellent
Machine Learning / AI:	Udacity Nanodegree **Machine Learning with Python**
	Udacity Nanodegree **Generative AI**
Excel:	Good
SQL, BigQuery:	Good

Dashboards

R Shiny:	Excellent
Dash:	Good

Web Technology

Vue.js:	Excellent
HTML, CSS/Sass:	Excellent
JavaScript, jQuery:	Good
PHP:	Good
Node.js, NPM:	Basic Knowledge

Further Coding

Java:	Good
UML:	Good

Project Management

Git, Gitlab:	Excellent
Jira:	Good
Teams, Sharepoint:	Good

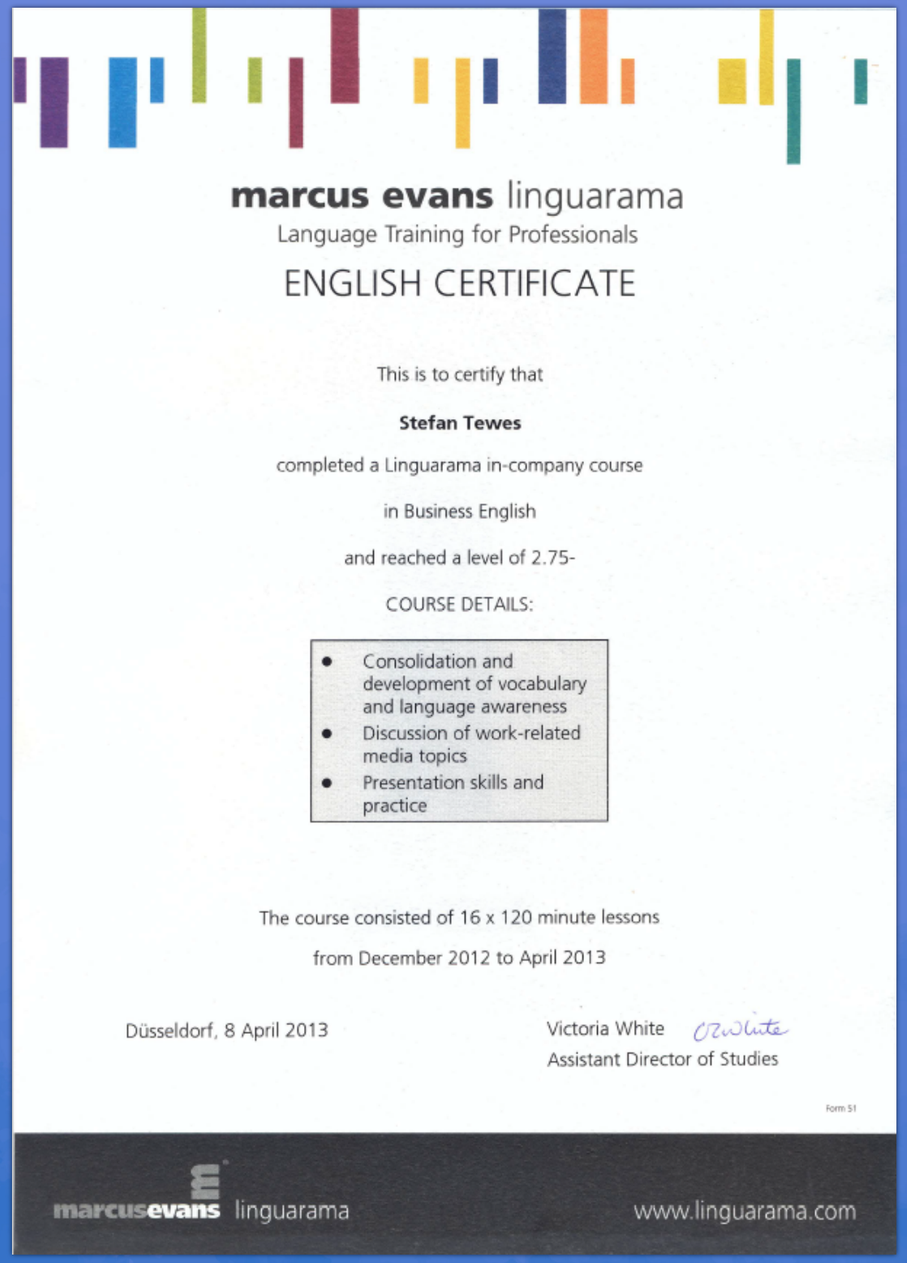
Creativity Tools

Midjourney:	Excellent
ChatGPT, Llama, Gemini:	Excellent
Canva Affinity Suite:	Good

Areas of Expertise

User Interfaces, UX, Data Visualization
Media Communication and Marketing, Market Research, Advertising Impact Research
TV, Streaming, and Online Communication, Media KPIs
Generative AI

Stefan Tewes Achievements



marcus evans linguarama

Language Training for Professionals

ENGLISH CERTIFICATE

This is to certify that

Stefan Tewes

completed a Linguarama in-company course

in Business English

and reached a level of 2.75-

COURSE DETAILS:

- Consolidation and development of vocabulary and language awareness
- Discussion of work-related media topics
- Presentation skills and practice

The course consisted of 16 x 120 minute lessons

from December 2012 to April 2013

Düsseldorf, 8 April 2013

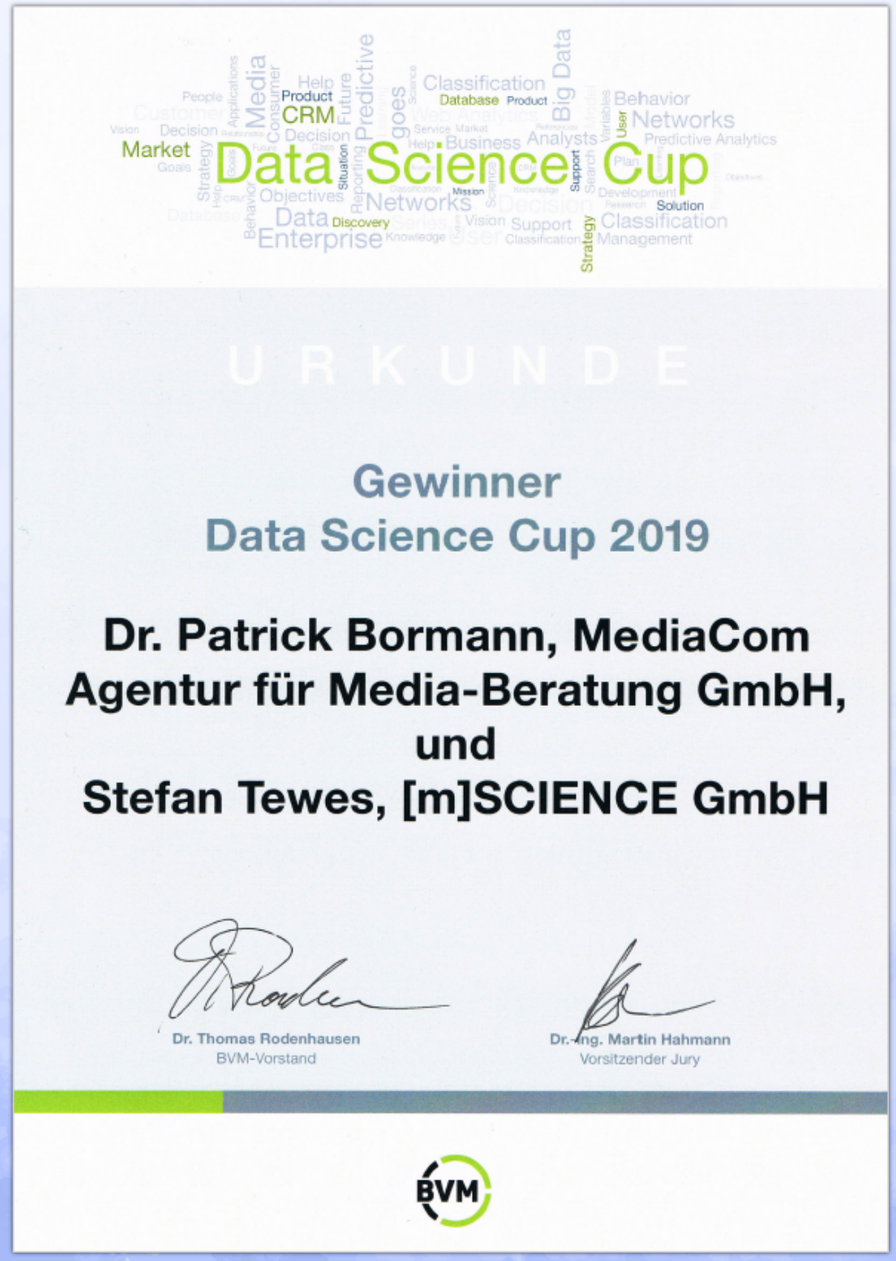
Victoria White
Assistant Director of Studies

Form S1

marcusevans linguarama www.linguarama.com

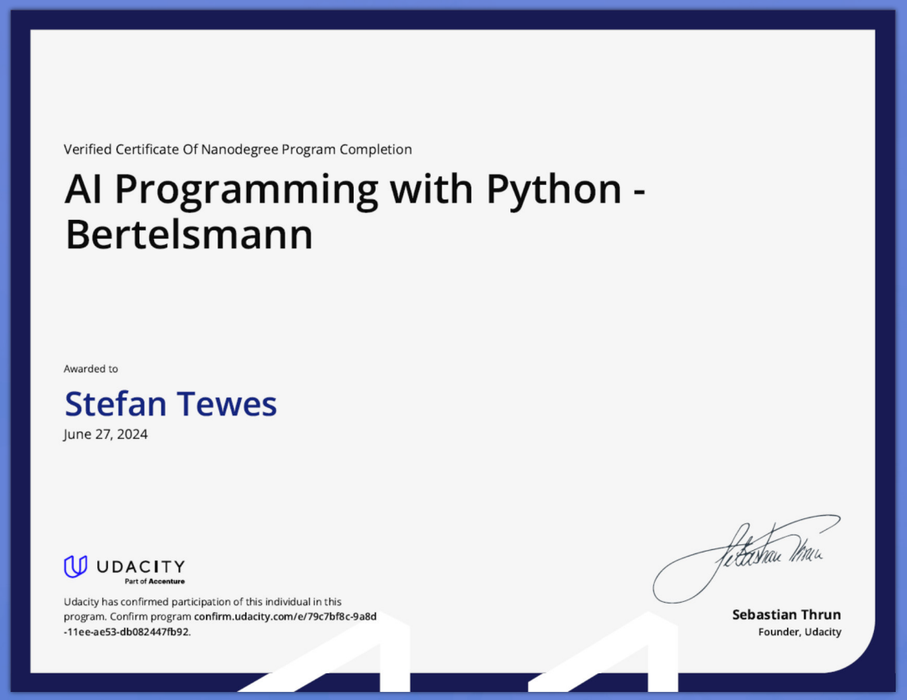
Linguarama English Certificate „Business English“
Level 2.75-
(equal to CEFR-Level C1)

Stefan Tewes Achievements



BMV Data Science Cup 2019
Winner

Stefan Tewes Achievements


Verified Certificate Of Nanodegree Program Completion

AI Programming with Python - Bertelsmann

Awarded to

Stefan Tewes

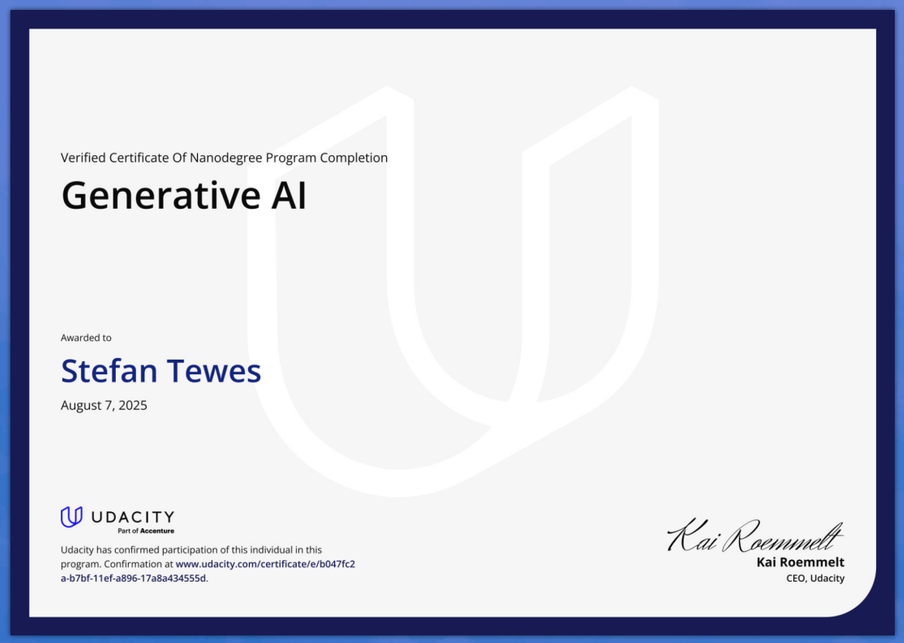
June 27, 2024

UDACITY
Part of Accenture

Udacity has confirmed participation of this individual in this program. Confirm program confirm.udacity.com/e/79c7bf8c-9a8d-11ee-ae53-db082447fb92.

Sebastian Thrun
Founder, Udacity

Udacity Nanodegree
AI Programming with Python


Verified Certificate Of Nanodegree Program Completion

Generative AI

Awarded to

Stefan Tewes

August 7, 2025

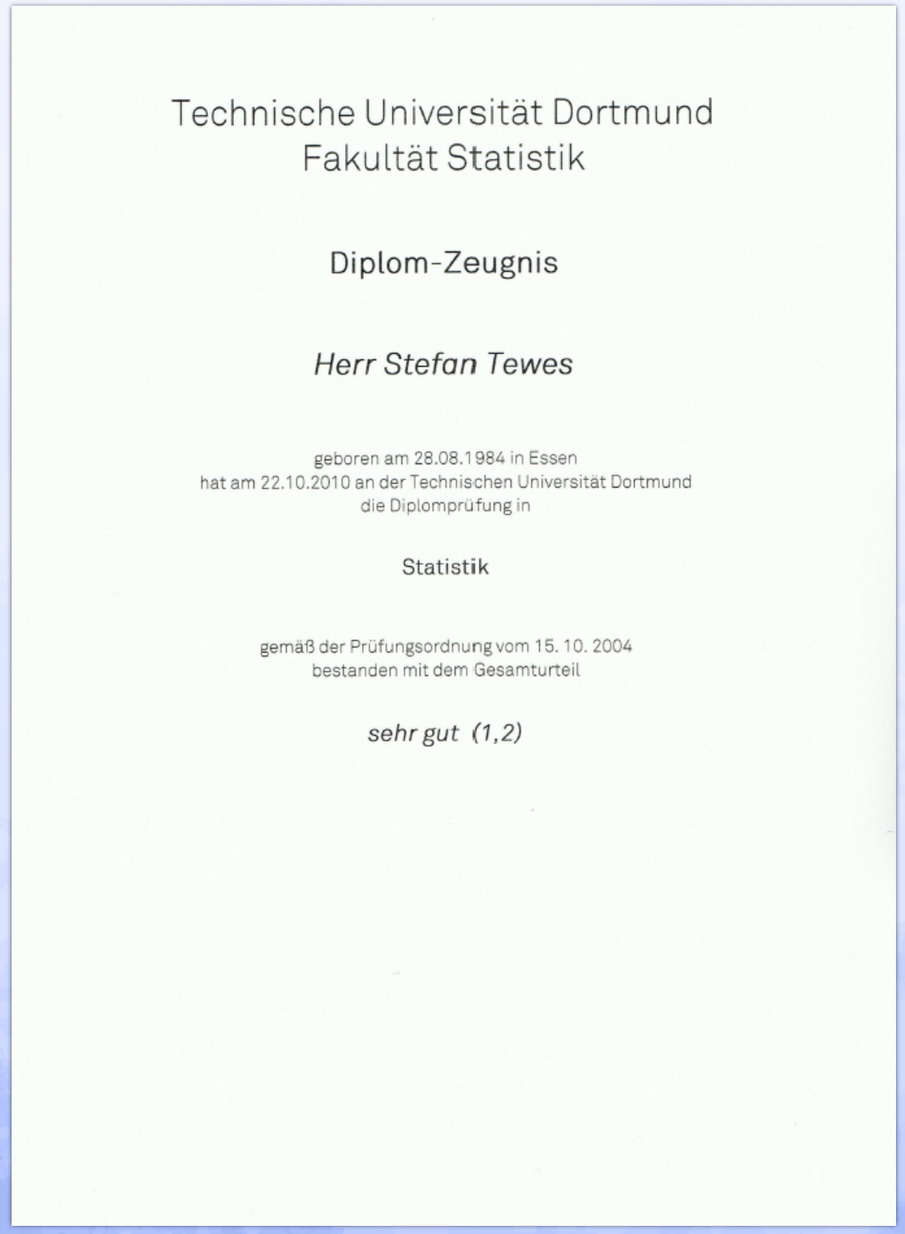
UDACITY
Part of Accenture

Udacity has confirmed participation of this individual in this program. Confirmation at www.udacity.com/certificate/e/b047fc2a-b7bf-11ef-a896-17a8a434555d.

Kai Roemmelt
CEO, Udacity

Udacity Nanodegree
Generative AI

Stefan Tewes Achievements


Technische Universität Dortmund
Fakultät Statistik

Diplom-Zeugnis

Herr Stefan Tewes

geboren am 28.08.1984 in Essen
hat am 22.10.2010 an der Technischen Universität Dortmund
die Diplomprüfung in

Statistik

gemäß der Prüfungsordnung vom 15. 10. 2004
bestanden mit dem Gesamturteil

sehr gut (1,2)

Diploma (1.2) in Statistics with a minor in Computer Science

Thesis topic: “Construction and comparison of indices and algorithms for temporal clustering on audio time series” (grade 1.0)

Stefan Tewes

About Me

Storytelling Enthusiast

Every good presentation is a story.
Every good conversation is a play.
Every great memory has a context.
Telling a story is creating playful memories
that stay with people.
Listening to a story is fun.

Aesthetics Afficionado

The color of a car, the logo of a beverage brand,
the layout of a magazine.
The handle of a screwdriver, the sweep of a signature, the
rhythm of a text.
The way a menu unfolds, a button stands out, sparkles with
a click and elegantly disappears.
I love good design.

Gamification Believer

Kids love to compete. Give an adult a game and they will
develop the motivation and joy of a child again.
Life can be so much for fun if we play games instead of
facing obstacles.
And if not, there are always board games.
So many board games.

Stefan Tewes

2nd December 2025