


# Stefan Tewes



 Wichheimer Straße 159a  
51067 Köln

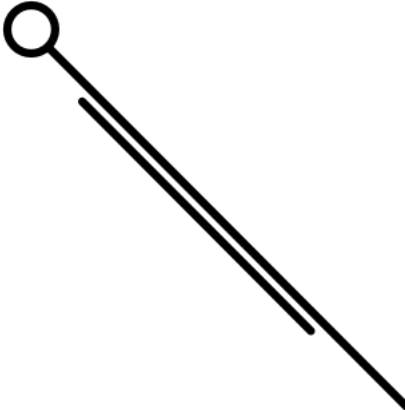
 0176 / 23470864

 stefan@alphaorange.de

40 Jahre

\* 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

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• 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

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# Stefan Tewes Fields of Work

## Custom Marketing Mix Modelling (MMM)

Project management for the development and enhancement of statistical analysis methods in advertising impact research, tailored to the unique characteristics of products like "TV format" or "streaming subscriptions," which cannot be reliably modeled using traditional FMCG-focused MMM. Implementation as R packages, along with setting up an automated and standardized data pipeline using GCP BigQuery.

## 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.

## 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.

## 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.

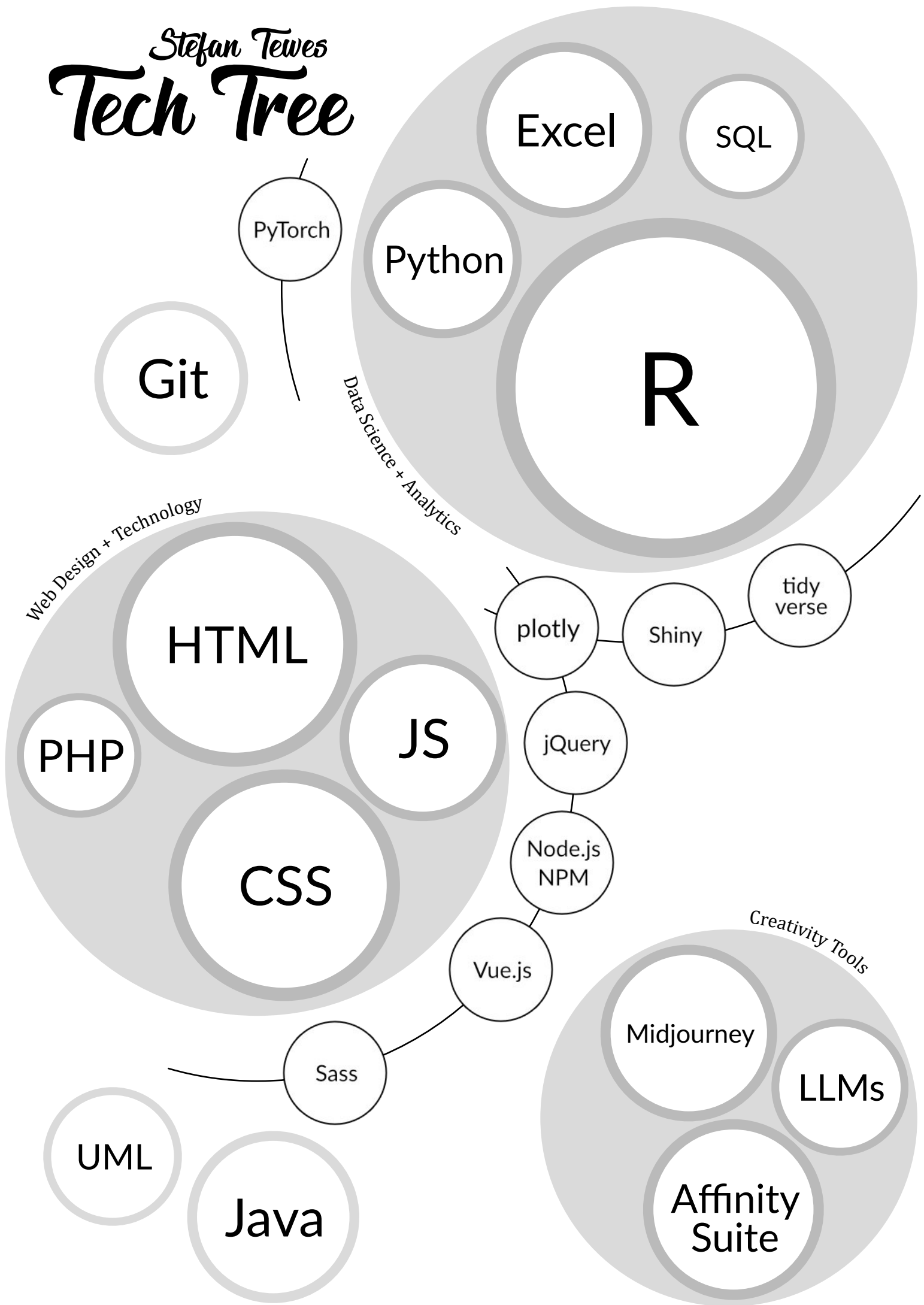
## Leadership of the „Development“ Team

Disciplinary and professional management of a two-person team of developers, with the goal of implementing software solutions in R and Excel. These solutions are used by the "Business Intelligence" department of [m]SCIENCE for the efficient, standardized, and high-quality execution of client projects in advertising impact research.

## Development of Processes, Methods, and Software in Holistic Market-Media Research

Creation of new methodologies, such as integrating offline media performance (particularly TV) into attribution modeling, which traditionally focuses exclusively on online channels.

Stefan Tewes  
**Tech Tree**



# Stefan Tewes

# Work Skills



## Languages

Deutsch: First Language  
Englisch: 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, R Studio: Excellent  
Excel: Excellent  
Python, PyTorch: Good  
Udacity Nano Degree in **Machine Learning with Python**  
SQL, BigQuery: Good



## Dashboards

R Shiny: Good  
Streamlit: Basic Knowledge



## Web Technology

HTML: Excellent  
CSS, Sass, Less: Excellent  
JavaScript, jQuery, Vue.js: 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

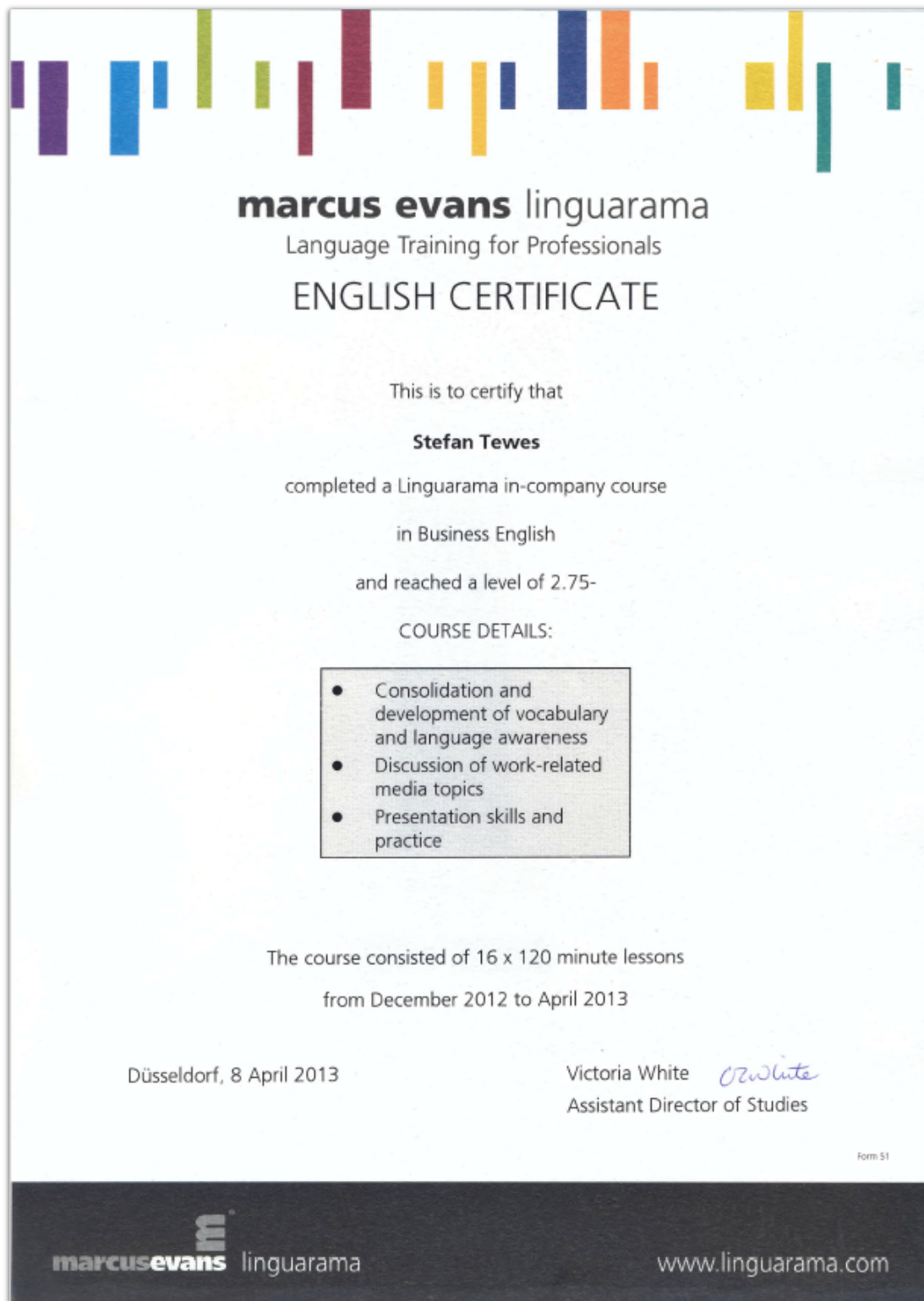
Midjourney: Excellent  
ChatGPT, Llama: Excellent  
Affinity Suite: Good  
Krita: Good



## Areas of Expertise

Media Communication and Marketing, Market Research, Advertising Impact Research  
TV, Streaming, and Online Communication  
TV Ratings, Market Share, Media KPIs  
Generative AI

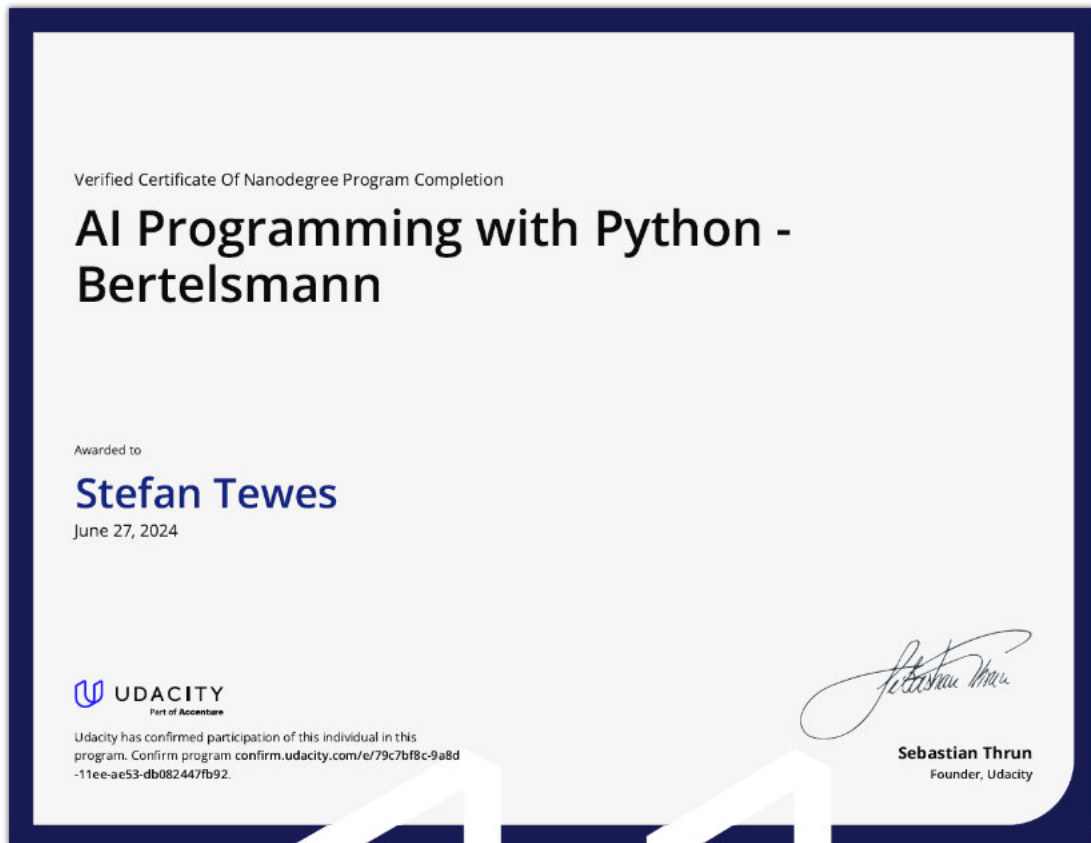
# Stefan Tewes Achievements



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



# Stefan Tewes Achievements



## Udacity Nano Degree AI Programming with Python (Bertelsmann Scholarship Program)





# 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)

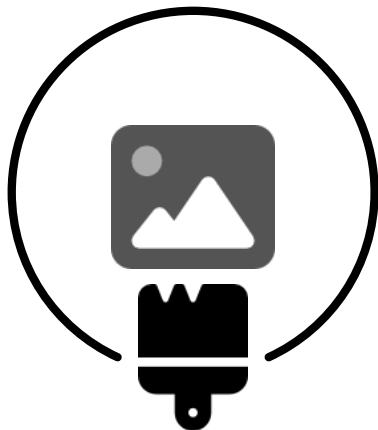
Stefan Tewes

# 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*

Stefan Tewes

12th November 2024

