

MAXIMILIAN NOLS

Year of Birth: 1994 | Nationality: German

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WORK EXPERIENCE

Founder & Managing Director – Reeply B.V. – AI B2B Marketing SaaS

Eindhoven, Netherlands | 2024 – Present

- Architected and launched an AI-based marketing automation platform to optimize digital advertising campaigns.
- Leading a cross-functional international team of 12 people at peak (Developers, Product, Marketing).
- Implemented automation workflows reducing agency operating costs by 80%.
- Managing product strategy and budget planning (€350.000 annual budget), reporting directly to stakeholders.
- Secured partnerships with top-tier accelerators and tech partners (incl. imec, Meta, WEF Delegation HOC).

Founder & Managing Director – Marketing Managers – Performance Marketing Agency

Germany | 2021 – 2024

- Scaled a performance marketing agency to 200+ SME clients in the DACH region.
- Leading a cross functional team of 6 at peak (Marketing, Sales, Developers)
- Orchestrated paid social & search campaigns managing over €500.000 in total ad spend.
- Developed data-driven lead generation strategies, to increase client conversion rates.
- Automated reporting and campaign setup processes using n8n and Zapier to increase operational efficiency.

Founder & Managing Director – Webdesign Managers – Web Design & Hosting Agency

Germany | 2019 – 2021

- Development of a full-service agency for web development and hosting on AWS
- Implementation of client projects with focus on performance, security and scalability
- Development & Management of a Hosting Service for Clients, hosting (100+ Websites)

EDUCATION

Bachelor of Science (B.Sc.) in Marketing Management

Fontys International Business School, Venlo (NL) | 2019 – 2023

- Language of instruction: English
- Focus areas: Digital Marketing, Consumer Psychology, Strategic Branding
- Participation in Student Entrepreneur Program (support program for entrepreneurial students)

PROJECTS & ENGAGEMENT

Delegate – World Economic Forum 2025

House of Collaboration, Davos

- Contribution to an international whitepaper on technological and societal development over the next 100 years

Accelerator Participation – imec.istart (Netherlands)

- Selected for one of Europe's leading tech accelerators.
- Secured €150,000 funding and access to an international investor network.
- Completed intensive training programs in Sales, Marketing, and Product Design.

CORE COMPETENCIES

Strategy & Leadership

- Building and scaling companies (3x founder)
- Team and project leadership (SCRUM)
- Budget responsibility & investor communication

Marketing & Growth

- Performance Marketing (Meta Ads, Google Ads, LinkedIn Ads)
- Marketing Automation & CRM (HubSpot, ActiveCampaign)
- Web Analytics (GA4, Mixpanel, Hotjar, PostHog, Looker Studio, Power BI)
- Sales Dialer: Close

Tech & Tools

- Frontend: React, Next.js, JavaScript
- Databases: MongoDB, Prisma
- Automation: Zapier, n8n
- Project Management: Jira, Linear, Notion

Generative AI (Proficient use & integration through platform development)

- Text: ChatGPT, Claude, Gemini 3

- Generative Image and Video (Sora, Veo, Runway, LoRAs & specialized tools)
- Audio: ElevenLabs

LANGUAGES

- German – Native
- English – Fluent (C2)
- Dutch – Basic
- French – Basic