

MAXIMILIAN NOLS

Senior AI Transformation Lead | 7+ Years of Founder Experience & Product Strategy

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PROFILE

Three-time founder with seven years of experience building digital products, most recently an AI SaaS platform with over 2,500 users that is currently in an acquisition process (Reepley B.V.). After seven years of successful self-employment, the focus is now on owning AI use cases end-to-end within organizations and strategically leading AI transformations, from discovery and opportunity sizing through delivery, adoption, and KPI management.

PROFESSIONAL EXPERIENCE

AI PM

2026 to Present

Demecan

- Strategic build-up of the AI unit for scalable data solutions.
- End-to-end ownership: responsible for the company-wide AI roadmap from discovery to rollout.
- Stakeholder management: identifying high-ROI AI use cases together with management & ops.
- Change management: digital transformation in a highly regulated pharma environment.

Founder & Product Lead

2024 to Present

Reepley B.V.

- Built and launched an AI SaaS platform that helps companies create and optimize digital advertising campaigns.
- Owned product strategy, roadmap prioritization, and delivery across product, engineering, marketing, and operations.
- Scaled to over 2,000 users and more than 10,000 marketing assets created within 2.5 months.
- Introduced automation workflows that reduced operational costs by 80% compared to traditional agency work.
- Led an international, cross-functional team of up to 12 people and managed an annual budget of 350,000 euros.
- Established strategic partnerships with imec.istart, Meta, and the WEF delegation HOC, and consistently based product decisions on user feedback and campaign data.

Founder & Managing Director

2021 to 2024

Marketing Managers

- Built and scaled a performance marketing agency with over 200 SME clients in the DACH region.
- Managed more than 500,000 euros in advertising budget across Meta Ads, Google Ads, and LinkedIn Ads with clear KPI ownership.
- Automated campaign setup and reporting via n8n and Zapier, resulting in significant efficiency gains in operations.
- Improved lead generation and conversion through structured experiments, analytics, and funnel optimization.
- Led a team of up to 6 people across marketing, sales, and development, and handled direct client communication on strategy and results.

Founder & Managing Director

2019 to 2021

Webdesign Managers

- Built a full-service provider for web development and hosting for SME clients.
- Operated a hosting service for more than 100 websites with a focus on performance, scalability, and security.
- End-to-end responsibility from requirements gathering to launch and ongoing support.

EDUCATION

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

2019 to 2023

Fontys International Business School, Venlo, Netherlands

ADDITIONAL EXPERIENCE

Delegate

2025 to 2025

World Economic Forum 2025, House of Collaboration, Davos

- Represented Reeply B.V. as a delegate at the WEF, engaging with politicians, investors, and international corporate representatives.
- Contributed to an international whitepaper on technological and societal development over the next 100 years.

Accelerator Participant

imec.istart

- Accepted into one of the leading European tech accelerators.
- Secured 150,000 euros in funding and access to an international investor network.
- Completed intensive training in sales, marketing, and product design.

SKILLS

AI Discovery & Use Case Development · AI Workflow Design and Product Integration · Product Strategy · Roadmap Prioritization · KPI Management · Experimentation · Cross-functional Leadership · Stakeholder Communication · Go-to-market · Data-driven Decision Making · GA4 · Mixpanel · Looker Studio · Power BI · PostHog · n8n · Zapier · ChatGPT · Claude · Gemini · Python · SQL