

Jan Schümann

Business Graduate | AI-native Go-to-market

📞 +49 152 2284 1903 (WhatsApp)

✉️ contact@janschuemann.com

🌐 linkedin.com/in/janschümann



PROFILE

I'm passionate about startup culture and thrive in fast-paced environments where taking ownership matters more than job titles. I have hands-on experience in go-to-market and finance, from building acquisition channels to automating operations with AI. My goal is to build and grow businesses in the health and technology sectors, and I'm open to any venture that needs sharp thinking and genuine commitment.

EXPERIENCE



Scalantec GmbH ↗

Aug 2026 – Sep 2026

Founder's Associate · Project-based · Berlin

- Built market maps and target-account lists for B2B SaaS clients, with AI research and automated buying-signal tracking
- Ran email and LinkedIn outbound for clients, refined weekly with their sales leaders
- Built the SEO and AEO channel from zero: competitor analysis, keyword research, technical SEO and backlinks



Aware Health GmbH ↗

May 2025 – Aug 2026

Growth · Full-time · Berlin

- Led the rollout from 5 to 40+ partner locations in ~10 new cities, enabling 1,500+ tests
- Built the GTM from scratch: partnerships playbook (time-to-signed ~8 → ~3 weeks), CRM, ICP and segmentation
- Owned acquisition end to end: lead sourcing, cold email and phone outreach, demos and onboarding
- Set up and ran the affiliate programme, from automated onboarding to partner management and payouts
- Built an operations dashboard and managed scheduling, website and CMS updates
- Built three AI workflows for lead sourcing, affiliate onboarding and customer support



Vane GmbH ↗

Sep 2024 – Apr 2025

Finance · Part-time · Berlin

- Prepared portfolio and client-performance reports on a €50m+ venture-debt book, incl. payment projections
- Built a monitoring tool that flags missing debtor payments in Vane's sweep product
- Managed invoices, receivables and payables, and supported month-end close and reconciliations



EY GmbH & Co. KG WPG ↗

Jan 2024 – Apr 2024

Accounting Services · Internship · Berlin

- Audited single-entity and group financial statements (HGB, IFRS) for clients with revenue up to €1bn
- Tested key balance-sheet and P&L items with analytical procedures, reconciliations and Excel/SAP
- Supported client meetings and the preparation of audit reports
- Invited to EY Xperience, EY's talent programme for top-performing interns



PricewaterhouseCoopers GmbH WPG ↗

Dec 2022 – Mar 2023

Risk and Regulatory · Internship · Berlin

- Supported the rollout of a transaction-monitoring tool at a major German bank with multi-billion-euro flows
- Analysed transaction data for irregularities and fraud risk, and presented findings to compliance
- Assessed internal controls for automation potential and mapped regulatory requirements to processes

EDUCATION



IE Business School

Master of Science in Digital Marketing · Madrid, Spain
★ Ranked #3 of Graduates

Sep 2025 – Jul 2026



Humboldt University of Berlin

Bachelor of Science in Business Administration · Berlin, Germany
★ Top 10% of Graduates

Oct 2020 – Dec 2024



Nova School of Business and Economics

Exchange Semester · Lisbon, Portugal

Aug 2023 – Jan 2024

TOOLS

Sales & outreach

HubSpot

Attio

Clay

HeyReach

Lemlist

Zapmail

AI Ark

Prospeo

EmailBison

North Data

AI & automation

Claude Code

Codex

Grok

n8n

Make

Apify

Supabase

Wispr Flow

Analytics & SEO

GA4

Looker Studio

Semrush

Peec AI

Tableau

Screaming Frog

Google Search Console

Lighthouse

Web & collaboration

Webflow

Vercel

Figma

Notion

Slack

Stripe

Cloudflare

GitHub

LANGUAGES

German Native · English C2 · Italian B1 · Latin Latinum

REFERENCES

Ferdinand Schmidt-Thomé

Co-Founder, Aware Health

Irma Papaleo

Academic Director, IE Business School

Robin Sorg

Director Medical Operations, Aware Health

Federica Ilaria Fornaciari

CEO & Co-Founder, SenYours Consulting ·
NOBRAINER M&A Boutique

Nicole Fauss

Chief Financial Officer, Vane