



Maggie Childs

Entrepreneur • Media Maker • Editorial Manager • Sales

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EXPERIENCE

Home Town Media GmbH, Vienna — CEO, Co-Founder

10/2015 - 02/2022

Created and managed the cross-media brand Metropole and founded its publishing house [Home Town Media](#); While it didn't survive the drop in ad sales due to the covid pandemic, [Metropole](#) was an incredible product that served hundreds of thousands of international readers with award-winning journalism in Vienna, Austria and around the world.

- **PRODUCT:** Built the Metropole brand from scratch. Beginning with a print and online magazine, expanding to events and [book publications](#) and corporate publishing; managing a team of 12 and over 50 freelancers; **USPs:** leading English-language news source in Austria, the only independent news source for newcomers, unfettered access to the international community in diplomacy, the arts, finance, IT, tech and education.
- **MARKETING:** Design of the website (HTML/CSS/JS), CMS (WordPress); targeting and retargeting campaigns (SEM); content (SEO) and social media strategy; PR: getting us featured in the largest national and international media outlets
- **SALES:** € 600k AR at peak; managing the full funnel (incl. acquisition, POCs, contract negotiation and upselling); enterprise and complex sales w/ €20k - € 150k contracts; Sample customers: SIGNA, Erste Bank, PWC, WU Exec Academy, Modul University, NÖ Werbung, Donau Uni Krems, Mastercard, Sky, Liebherr, Kunst & Kultur (e.g. Dorotheum & Belvedere) u.v.m.; Indirect sales and partnerships (e.g. Vienna Business Agency, Die Presse, div. relocation, tax & legal service providers).
- **ENTREPRENEURSHIP:** Designed company workflows and automation (execution via WooCommerce/Hubspot/Integromat/etc.); negotiation and contract setup, for example, syndication licensing, customer support, GDPR, HR, stock options for employees, shareholder contracts, dispute resolution (e.g. copyright infringement, etc.)

AustrianStartups, Vienna — Board member

08/2017 - present

Initiated and published the [Austrian Startup Monitor](#) 2018, 2019, 2020, 2021. Focus on improving communication & public relations for [AustrianStartups](#), branding & media coaching & workshops with ELP fellows (Entrepreneurial Leadership program).

Die Presse GmbH, Vienna — Journalist, Business & Startups

01/2014 - 09/2015

Covered the swift growth of startups and tech entrepreneurship in Austria in the most-read edition of the news source: Die Ptesse am Sonntag (Die Prtesse on Sunday). Gained contacts within and insight into the the ecosystem, investors, funds, organizations, founders and exits .

SKILLS

Leadership • Management and Business Administration • Product Management and Project Management • Moderation, Public Speaking and Presentation • Data Processing and Automation • Audio and Video production • Mediation and Conflict resolution • Negotiation and Contract setup • Fundraising and Grant submissions • NoCode and prototyping

SOFTWARE

Suites: O365, Google Workspace, Zoho, Atlassian, Adobe

Communication: Slack

Design: InDesign, Photoshop, Figma, Storybook

Product & Project Management:

Slack, Trello, Monday, Camunda

Documentation & Data Collection:

Notion, Camunda, Airtable, Google Sheets, Excel

Automation & NoCode: Zapier,

Integromat, WooCommerce,

Mailchimp & Hubspot Workflows,

Glide apps

Movie & Audio Production: Premiere,

iMovie, After Effects

LANGUAGES

English (MT), German (Native proficiency), French (basic)

The Associated Press, Austria — *Reporter*

2005 - 2015

- First U.S. coverage of the Natascha Kampusch case (published in the Washington Post among other places)
- Reporting on OPEC, IAEA, Energy politics and other UN news.
- Iran Talks 2014-2015

Frommer Media LLC, NYC/Vienna — *Author*

2011 - 2015

Authored travel book for Vienna, the Danube Valley and Austria as a whole

- Vienna and the Danube Valley 2011;
- Austria Complete Guide 2011;
- Europe for Dummies: (Austria Chapter) 2011
- Frommers.com: Vienna & Salzburg 2014
- Vienna Day by Day – 2016

Condé Nast Traveller, NYC/Vienna — *Journalist*

2006 - 2011

Created the “Insider Guide” for Vienna on the CNT website, concierge.com and authored and editing articles for the CNT print edition covering Vienna and the DACH region.

EDUCATION

MA in Philosophy, Vienna, University of Vienna

2004-2012

Graduated magna cum laude in 2012 with the title Mag.Phil (MA equivalent) Thesis – Philosophy of Economics: “Dealing with Disparity: How U.S. Thinkers Excuse Inequality in Capitalism Citing Adam Smith’s *The Wealth of Nations*”.

International Baccalaureate, American International School, Vienna — High School

2002-2004

Private international school, Graduated 2004 with an International Baccalaureate (37 of 42 pts) and an American high school diploma.

SPEAKING ENGAGEMENTS & MODERATION (SELECTION)

Highlights — Live & Virtual — *Self-employed*

2016-present

Clients include: UNIDO, Google, RBI, EFAIpbach, St. Gallen Symposium, Swarovski, Mastercard, Austrian Finance Ministry, SAP, Kapsch, Class Foundation, Payment Festival, Vienna Business Agency, Marketing Natives, We Are Developers, WKO

AWARDS & DISTINCTIONS

Jean Monnet Prize for European Integration 2020 European Commission for Home Town Media/ Metropole • **Medienprojekt** Wirtschaftsagentur Wien for “Home is Where the Herz is” and “Vienna Calling” • **LinkedIn Top Voices** for Metropole & DACHelles • **Case Study** European Journalism Fund [Link](#)

CERTIFICATES & COURSES

Sales Management: Post-Graduate course – University of Graz: Sales, marketing, communications, project management, controlling, labor law

Media Production: Workshop course – Webster University Vienna. Photoshop & InDesign Training, Editorial mgmt training.

MENTORING

Startup Mentor — Female Founders, The Female Factor, (ELP)

Female Founders & Female factor: Mentored young women striving to reach a career milestone or improve their presentation and communication skills.

ELP (AustrianStartups Entrepreneurial Leadership Program): Helping first-time entrepreneurs with product development, market definition, UX/design, entrepreneurship, marketing message and strategy.

SOCIAL MEDIA

- [Twitter](#) @mtmchilds
- [Instagram](#) @maggie_childs
- [LinkedIn](#)

REFERENCES

George Jahn, Associated Press (gyuri2106@gmail.com), Markus Raunig, AustrianStartups (markus.raunig@austrianstartups.com) Benjamin Wolf, WKO & former COO at Home Town Media (benny.wolf@gmx.at)

PERSONAL BRAND & CONTENT (SELECTION)

DACHelles, CNN Money — *Co-Host & Journalist*

2020 - 2021

Co-hosted a tri-national business show with [Patrizia Laeri](#) (CH) & [Tijen Onaran](#) (DE): launched with CNN Money Switzerland > 200.000 Reach - [Youtube](#) channel

Vanguard Voyager, Travel Website — *Co-Founder & Content Lead*

2014 - 2018

"We haven't been everywhere, but it's on our list" - [Website](#) & [Instagram](#)

Videos, Metropole — *Producer*

Highlights:

"[Meet the Metropolitans](#)" series

"[Vienna Loves You Too](#)"

Articles (selection)

- Metropole 2015-2022 – [Link](#)
- [Cursing in Vienna](#) – Humor
- [The Consensus Machine](#) – News analysis
- [Otto Jaus, the Bright Side of Bleakness](#) – Profile interview
- [Gründerinnen: Frauebn Denken oft zu Klein](#) – Business/Startups
- [Mutige Migrantinnen: Als Unternehmer siegen](#) – Business/Startups

TV APPEARANCES

ORF ZiB, ORF III, puls4prosiebensat1, Servus TV. Zu den US Wahlen 2016 und der Trump Präsidentschaft sowie die US Wahlen 2020.

MAGGIE IN THE MEDIA

Horizont – [Link](#)

LinkedIn Pulse – [Link](#)

Die Presse – [Link](#)

Brutkasten – [Link](#)

Making it in Austria – [Link](#)

Der Standard – [Link](#)