

## Mag. Margaret Taylor Childs

Seidengasse 41/48, 1070 Vienna, Austria  
+43 676 435 92 92, [mc@mypaperwork.ai](mailto:mc@mypaperwork.ai)

maggiechilds.com

### Professional experience

04.2023 – present

#### **Co-founder / CEO - Fresh Labs GmbH**

- Building a visa application tool with a dashboard-like interface, combined with a drag-and-drop UI for sorting applicant data and documents
- Responsibilities: executive, fundraising, brand, finances

12.2023 – present

#### **Head of Falstaff International**

- Build up the intl. exposure of the Falstaff brand in new markets through franchise licensing.
- Building the department from scratch.
- Co-developing processes and business procedures for working with outside publishers
- Developed the company's first international brand licensing deals

06.2022 – 04.2023

#### **Senior International Sales & Partnerships Manager**

- Lead the Co-Creation sales team, devising the client's stories that can be told by RBMH in the "beyond the ordinary" style that the brand is known for.
- Built the department from scratch and grew the reach of the publishing houses co-creation capabilities.
- Co-developed processes and business procedures with the creative department
- Developed the company's first international co-creation pitches

10.2015 – 02.2022

#### **CEO Home Town Media & Publisher *Metropole***

- Founded and grew HTM and built the Metropole brand.
- Head of digital content of Metropole and **metropole.at**.
- Business development of Home Town Media (Co-Publishing, publishing, Events)
- Sales for all Home Town Media and Metropole products and advertising.

07.2017 – present

#### **Board member at AustrianStartups**

- Publisher of the Austrian Startup Monitor
- Focus on communication and media for AustrianStartups
- Branding and media coaching of the participants in the ELP Program

1.2014 – present

#### **Moderator, Host**

- Topics include tech, European digital market, global mobility, fintech, payments, health tech, ERA, media, European startup ecosystem

1.2014 – 1.2016

**Die Presse** – Journalist & Editor

- Contributor to the Business and Startup departments in *Die Presse am Sonntag*

**Associated Press** – Journalist

- Iran Talks as well as oil and nuclear energy coverage, (IAEA, OPEC)

**Frommer's Media** – Author / travel writer

- Frommers.com: Vienna & Salzburg – 2014
- [Vienna Day by Day](#) – 2016

9.2011 - 12.2013

**The Vienna Review** – Managing Editor

- Editorial oversight, research, planning and commissions (text and photography)
- 2-3 articles per issue
- Management of personnel and interns
- Budgetary oversight
- Liaison for sales, marketing and controlling

10.2009 – 08.2011

**Travel journalist**

- Condé Nast Traveler, NYC
  - Creation of the „Insider Guide“ for Vienna on the CNT website, concierge.com
  - Various articles in the print edition about Vienna and the region
- Frommer's Media - Author
  - Travel guide: *Vienna and the Danube Valley 2011*; *Austria Complete Guide 2011*; *Europe for Dummies: (Austria Chapter) 2011*
- ZAGAT – Restaurant expert
  - Reviews for zagat.com and Google

8.2006 – 08.2011

**Associated Press** – Journalist

- 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

9.2007 - 7.2009

**Press TV** – correspondent (Vienna)

- Live reporting and news features (3-6 minutes)
- Concentration on energy topics (OPEC and IAEA)

Education

9.2014-11.2014

**Sales Management**, Post-Graduate course: – University of Graz

- Sales, marketing, communications, project management, controlling, labor law

10.2004-5.2012

**MA in Philosophy** 2012 – University of Vienna (magna cum laude)

- Focus: Philosophy of Economics
- Thesis: *“Dealing with Disparity: How U.S. Thinkers Excuse Inequality in Capitalism Citing Adam Smith’s The Wealth of Nations”*
- Degree: Mag. Phil.

9.2004-6.2006

**Newspaper Production Workshop** – Webster University, Vienna

- Photoshop, InDesign Training
- Editorial training

9.2002-6.2004

**International Baccalaureate** – American International School Vienna

## Skills

**Languages:** English (native), German (fluent/native) French (conversational)

**Skills:** leadership, presentation, product design, branding, PR strategy, copy editing, market research, team management, event design

**Stack:** Adobe Suite, G-Suite, MS 365, iOS, fluent in modern SaaS products

## Personal attributes

- Excellent communicator
- Bi-lingual
- Strong leader
- Intercultural competence
- Resilient
- Driven

## Online



- Instagram @maggie\_childs
- LinkedIn Maggie Childs

## References

I’m happy to supply references on request.