



Julius M. Schmidt

Strategy, Analytics & Applied AI | B.Sc. Business Informatics



Email
julius.maarten.schmidt@gmail.com



Phone
+49 157 31535115



LinkedIn
[linkedin.com/in/julius-maarten-schmidt](https://www.linkedin.com/in/julius-maarten-schmidt)



GitHub
github.com/julschmidtJLL



Personal Website
juliusmschmidt.com



Location
Hamburg, Germany

SKILLS

Strategy & Finance

- Financial Modelling
- Business Cases & Investment Analysis
- Company Strategy & OKRs
- Marketing Strategy (STP)
- Pricing Models
- Annual Statements & Bookkeeping

Product & Analytics

- Product Management
- KPI Design & Product Analytics
- Customer Discovery
- Competitor Analysis
- Statistics, Hypothesis Testing, Forecasting

Processes & Digitalisation

- Business Process Modelling (BPMN)
- Process Optimisation & Digitalisation
- Project Management

Applied AI

- LLM Integration (Claude & OpenAI APIs)
- AI Pipelines & Automation
- RAG Pipelines (Embeddings, Vector Search)
- Machine Learning & Neural Networks

Tools

- Notion
- Microsoft 365 (especially Excel)
- Figma
- Git / GitHub
- Docker

Programming Languages

- Python
- SQL
- R
- Java

LANGUAGES

- German (native)
- English (fluent)

PROFESSIONAL EXPERIENCE



rooted (formerly ArtSlide) / Co-Founder

OCTOBER 2019 — SEPTEMBER 2025 / JLLab UG

Co-founded a sustainability-focused venture as a two-person founding team, building digital marketplaces for locally made home goods. Responsible for finance, strategy, product and analytics, alongside my studies.

SELECTED CONTRIBUTIONS



Financial Modelling

Built the company's financial models: the plans behind two friends-and-family rounds and a driver-based monthly model (from traffic and conversion to income statement, CAPEX and working capital).



Strategy & OKRs

Wrote the company strategy and the marketing strategy (segmentation, targeting, positioning); ran quarterly OKRs.



Product & Analytics

Owned the product roadmap, pricing tiers and A/B tests; product analytics in Mixpanel and marketplace KPIs such as supply and demand liquidity.



Processes & Finance Operations

Modelled key processes in BPMN (e.g. payment flow); prepared every annual statement and the bookkeeping in-house.



Customer Discovery & Go-to-Market

Interviews with customers and makers, competitor analysis and launch strategies for both sides of the marketplace; steered freelance customer-success support (2023 – 2024).

PERSONAL PROJECTS

vertigo / Builder

JANUARY 2026 — PRESENT / Personal AI system

An AI system that runs without me. Every holding in my portfolio carries a written reason for owning it and a condition that would prove that reason wrong. Each morning a scheduled job checks those conditions and sends me a short brief. Every line in the brief says where it came from: calculated from data (f) or written by a language model (AI). Numbers are never generated. [Code on GitHub.](#)

job-triage / Builder

MAY 2026 — PRESENT / Personal AI system

A daily pipeline for my own job search. It reads job boards, scores every posting against a written profile of me and puts those worth a look in a database. My verdicts on them teach the next run. It *never* applies anywhere. It decides what deserves my attention, shows its reasoning, and measures whether it was right. [Code on GitHub](#).

Bachelor's thesis / Researcher

MAY 2026 — JULY 2026 / Benchmark study

Do liquid neural networks forecast daily financial returns better than classical models? I tested 11 liquid variants against 8 established baselines on ten years of AAPL, JPM and SPY data. The answer is no: none of the 120 corrected comparisons was significant. [Code on GitHub](#).

EDUCATION

Leuphana University / B.Sc. Business Informatics

OCTOBER 2019 — SEPTEMBER 2026 / Lüneburg / Final Grade: 2.1

Studied alongside co-founding and running JJLab UG (2019 – 2025) at the AACSB-accredited Leuphana School of Management and Technology (Minor: Business Administration). Bachelor's thesis: *Liquid Neural Networks vs. Traditional Models: A Comparative Study in Financial Time Series Forecasting* (Grade: 1.0).

SELECTED COURSEWORK

Introduction to Artificial Intelligence / 1.3

Theoretical and applied machine learning, experimental design, and model evaluation.

Advanced Module: Applied Machine Learning & Forecasting / 1.7

Cooperation with [Smartboatia GmbH](#); Python- and AWS-based (EC2) prototype for wind speed forecasting.

Business Analytics / 1.0

Introduction to BA/BI and a Python/SQL-based team case study from data modelling to executive-level insights.

Time Series Analysis / 1.0

Theoretical concepts and an empirical research project programmed in R on economic and financial data.

Strategy and Organisation / 1.0

Strategic management processes, organisational design and corporate culture, applied in several case studies.

Business Process Modelling / 2.0

As-is and to-be process modelling in BPMN, with weaknesses prioritised and efficiency gains quantified in a team project.

Financing & Investments / 2.0

Financing, investment and financial analysis, risk management, capital structure, and company valuation.

Gelehrtschule des Johanneums / Abitur

AUGUST 2011 — MAY 2019 / Hamburg

Humanistic Gymnasium founded in 1529, with Latin and Ancient Greek.