

MARKUS BECKE FRANCO

Business Development · Product Ownership · Software & AI-Assisted Solutions from Frontend to Backend Data Analysis

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markusbeckefranco.dev · digital portfolio



PROFESSIONAL PROFILE

Interdisciplinary professional with a B.Sc. in Science of Sport & Nutrition from EUFH (CBS) in Cologne, Germany and an M.Sc. in Entrepreneurship & Innovation from Lund University in Sweden (#72 QS Worldwide Ranking), combining consultative sales, venture development, stakeholder relationships and evidence-based research for the Product and Service Development Cycle. Experience includes closing membership deals, helping build an EdTech venture and supporting the Nordic founder-investor ecosystem through assisted Event Planning Roles. Strategic Marketing coursework from Maastricht University added customer-data analysis, RStudio and exposure to Product Owner workflows.

Lovable L5 Diamond level: builds digital experiences through no-code / vibe coding and AI-assisted workflows, using Supabase and PostgreSQL as backend tools. Focused on connecting business needs with practical digital solutions, with an ambition to deepen end-to-end software development skills across databases, backend infrastructure, APIs and frontend delivery. Seeking opportunities in business development, sales, product ownership or AI system creation.

PROFESSIONAL EXPERIENCE

Restaurant, Bar & Banqueting Service / Cashier

AmrâthGrandHoteldel'Empereur 4 Star Hotel · Maastricht, Netherlands | May – Sep 2026

- Handled guest relations across restaurant, bar and banqueting operations, including independent cash-register management.

Health & Fitness Trainer / Sales Representative

NikaTraining (formerly ProsanoTraining) · Germany | Jan – Oct 2025

- Closed membership deals face to face, converting consultations into signed subscriptions through active listening and needs-based recommendations.
- Combined personalised health and fitness coaching with customer communication and service selection.

Co-Founder / Junior Business Development Representative

KIP-UPAcademy · Lund, Sweden | Sep2023 – Nov2024

- Helped build an EdTech venture focused on entrepreneurial and project-based learning in Nordic secondary and undergraduate education.
- Conducted market, competitor and industry-trend research; developed business-development and go-to-market material, built collaborations and created the website for the Company.

Junior PR / External Relations & Events

SparkLund · LundUniversity, Sweden | Aug2023 – Jul 2024

- Supported entrepreneurial mentorship through event communication, PR and relationship-building across the university startup ecosystem.
- Part of the organising team for the Demo Day with over 500 guests; supported partnerships, sponsorships and social-media communication.

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Professional experience · Education & applied learning

PROFESSIONAL EXPERIENCE — CONTINUED

Sport & Nutrition Scientist / Personal Trainer & EMS Instructor

Physiotherapy “Die Beweglichmacher” · Cologne, Germany | Sep 2019 – Dec 2022

- Conducted individual assessments for patients with diverse musculoskeletal conditions; developed personalised preventive and rehabilitation-oriented exercise plans.
- Worked with patients across generations, adapting interventions to physical capacity and individual needs; acted as a direct point of contact in the Fitness and Rehabilitation Area of the Physiotherapy.
- Researched EMS for sarcopenia, tendinopathy and arthritis in elderly; used the Medi-Fox booking system while working as well as receptionist and contributed social-media content.

Earlier experience: Logistics & Packaging, Picnic (2017–2018; six months); Brand Ambassador / Social Media Influencer, VXS GymWear (2017–2019); summer internship, Inserco Industry Service (2017; two months); Receptionist, Physiotherapy Tijssen-Barbier (2016–2017).

EDUCATION

M.Sc. Strategic Marketing — coursework; programme discontinued

Maastricht University · School of Business and Economics, Netherlands | Feb – Jun 2026

- Attended three courses over four months: Service Management, Marketing Intelligence and Research in International Business.
- Organised and structured customer datasets; applied statistical analysis and predictive approaches in RStudio, interpreting customer behaviour to support business decisions.
- Discontinued the programme to focus on applied software development, AI, data engineering and practical digital business solutions. No degree awarded.

M.Sc. Entrepreneurship & Innovation — completed

Lund University · School of Economics and Management, Sweden | Aug 2023 – Aug 2024

- Focused on sustainable entrepreneurship, venture development, internationalisation and the Nordic startup ecosystem.
- Master thesis: internationalisation of sustainable Latin American ventures entering Nordic markets; qualitative research, co-authored with F. Persivale Denegri.

B.Sc. Science of Sport & Nutrition — completed

CBS Business School Cologne (EUFH) · Germany | 2019 – 2022

- Dual-study experience combining academic learning with applied physiotherapy and health-sector work.
- Bachelor thesis: effectiveness of whole-body EMS in adults aged 60+ with the STAR triad — sarcopenia, tendinopathies and arthritis; quantitative research.

Additional education: International Business, Maastricht University SBE (2018–2019; four months of study, no degree). Abitur, Clara-Schumann-Gymnasium, Germany

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Projects & community · Certifications · Skills & languages

SELECTED PROJECTS & COMMUNITY LEADERSHIP

Company case studies / Product Owner learning

Maastricht University · Academic team projects | 2026

- Capgemini e-commerce case: explored the Product Owner role, SAFe Agile and Scrum, Product Owner pain points and an AI-based no-code prototyping assistant.
- DVJ Insights / Analytic Partners marketing-research cases and P&G; FMCG datasets: applied database analytics, statistical inference and predictive analysis in RStudio.
- Additional coursework projects: Servicescapes, Transformative Services, AI-Enabled Product Ownership and Measuring Advertising Effectiveness.

Digital & venture projects: Interactive portfolio built with Lovable; Saintleys Sweden (fashion, function and sustainability); Guidly.ai (healthcare communication); Fitness24Seven business-model innovation case. Case studies with no-code and AI-assisted tools to translate ideas into practical digital experiences.

Social Running Club Kempen | 2025: Co-founded with my sister; grew the community to 400+ members with Freiluft Fitnessfreunde Kempen. Organised regular runs and Social Thursday events, engaged local businesses and earned Rheinische Post coverage.

Climathon | Jul – Dec 2024: Event-planning and sales-assistant support for Climathon 2024 in cooperation with Lund University Innovation Center.

Mashup | Malmö, Sweden: Event-planning assistant and internal-team support; guided founders and investors and supported on-site delivery.

CERTIFICATIONS

Better Business Acceleration Leader in Sustainability Practices · Future Navigators · Jul 2024

AI for Business · Coursera · Jun – Aug 2023

Brand Management: Aligning Business, Brand and Behaviour · University of London / Coursera · 2022

Personal Trainer B-Licence · DOSB · Feb 2023 (listed validity ended Sep 2026)

EMS Personal Trainer · XBody · Feb 2020

SKILLS & TOOLS

Business: Consultative sales, deal closing, business development, market and competitor research, partnerships, sponsorships, PR, event coordination and stakeholder communication.

Product, data & digital: Product Owner coursework; SAFe Agile and Scrum exposure; customer-data structuring, database analytics, predictive analysis, RStudio and MAXQDA; Lovable L5 Diamond, no-code / vibe coding, AI-assisted workflows, Supabase and PostgreSQL. Developing deeper end-to-end software skills through hands-on, AI-assisted learning.

Working tools: Excel, PowerPoint, Wix, Shopify, HubSpot, Mailchimp, Canva, Miro, Slack, GitHub and LinkedIn.

Languages: German and Spanish — mother tongues; English — native; Italian — basic.

International experience: Colombia, Germany, Sweden and the Netherlands.

REFERENCES

Recommendation letters from Craig Mitchell (Programme Director, Lund University) and Dr. Solomon Akele Abebe (master-thesis supervisor, Lund University) available on request. Certificates, transcripts and project evidence are accessible through the digital portfolio: markusbeckefranco.dev · [digital portfolio](#)