

# MAX SCHREIER

Großgörschenstraße 2, 10827 Berlin • +49 (0) 176 3577 5655 • maxschr@gmail.com

## WORK EXPERIENCE

---

### Founder & Director

*Own Hook*  
Berlin, DE  
Nov. 2017 – present

- Founder of Own Hook, a digital strategy and design thinking agency for artists and galleries
- Manage multiple projects, including studio growth and archive development, website design for small- and medium-size galleries, email and client management software integration for blue-chip galleries
- Build an international client base of diverse artist studios and galleries
- Liaise with artists, gallerists, and gallery contacts to ensure that projects progress according to plan and remain on budget
- Travel throughout Europe to meet with each artist and gallery on a regular basis

### Gallery Relations Associate Director for Europe

*Artsy*  
Berlin, DE  
Oct. 2016 – Nov. 2017

- Supervised European Gallery Relations team (4 direct and 2 indirect reports)
- Strategized for growth and retention of European subscriber base
- Worked with B2B marketing team to increase product adoption, engagement, and upsells
- Built and presented business cases for new partner initiatives and potential revenue models as related to the Gallery, Fairs, Institutions business
- Primary architect of European Gallery Relations budget
- Hiring manager for all open European Gallery Relations positions
- On-the-ground project manager for locating and building out of new office space in Berlin

### Co-Director

*Aunt Linda*  
Berlin, DE  
Apr. 2016 – present

- Conceptualize the vision and mission of the apartment gallery
- Curate and develop the gallery program and complementary gallery events
- Coordinate artwork transport and install each exhibition along with the participating artists
- Collaborate with invited artists to create thoughtful exhibitions that align with the purpose of the space and contribute to the advancement of the artists' practice
- Manage all external gallery communications and relationship management

### Gallery Relations Lead for DE and HK

*Artsy*  
Berlin, DE  
Aug. 2015 – Oct. 2016

- Hired and managed 4 members of the Gallery Relations Team as direct reports in Germany and Hong Kong, providing mentorship, training, and support
- Contributed to recruiting and onboarding new members to the team
- Managed 60 key account subscriber galleries
- Led and brought to successful resolution important team-wide projects and Artsy initiatives, such as Artsy Takeovers

### Gallery Relations Manager

*Artsy*  
Berlin, DE  
Jul. 2014 – Aug. 2015

- Relationship manager for 110 subscriber galleries, maximizing engagement and retention
- Responsible for higher-tier or key account galleries who require more dedicated attention
- Traveled to several art fairs per year for the purpose of client cultivation
- Main contributor to several projects, including Artsy Onsite, Artsy Takeover in Art Cologne
- Served as a brand ambassador at external art world events, such as gallery openings or art fairs

### Liaison

*Artsy*  
Berlin, DE  
Dec. 2013 – Jul. 2014

- Managed 70 subscriber galleries, maximizing engagement and retention
- Worked with gallery partnerships team to help convert galleries to subscribers
- Introduced Artsy to the Berlin market
- Upsold galleries to higher subscription plans

### Associate Director

*DUVE Berlin*  
Berlin, DE  
Nov. 2011 – Dec. 2013

- Oversaw 13 exhibitions from initial concept through to production and realization
- Cultivated and maintained meaningful relationships with collectors, press, artists, and other art dealers in Berlin and internationally
- Developed physical and digital programming and sales strategies
- Created a digital FileMaker Pro archive and database to streamline registration and billing
- Represented the gallery outside of business hours at Berlin art openings and collectors' dinners
- Participated in fairs including NADA New York, ARCO Madrid, and abc art berlin contemporary

### Studio Assistant

*Cory Arcangel*  
Brooklyn, NY  
Nov. 2010 – Dec. 2011

- Compiled and edited videos appropriated from YouTube
- Translated musical scores into the artist's developed computer language
- Auditioned sound files in MAX/MSP to compile a database of usable notes for video works
- Analyzed and transcribed pop songs and the artist's own musical works
- Prepared and printed drawings for pen/pencil plotters and inkjet printers

## EDUCATION

---

Bachelor of Arts	University of North Carolina at Chapel Hill	2008	Philosophy; Aesthetics
Bachelor of Music	University of North Carolina at Chapel Hill	2008	Composition; Classical
	Bogaziçi Üniversitesi, Istanbul, Turkey	2006–07	Study Abroad
High School Diploma	Hunter College High School, New York City	2003	

## SKILLS

---

Expert on Apple and PC platforms; fluent in Microsoft Office and Adobe Suites, Salesforce, FileMaker Pro, ArtButler and ArtLogic, Mailchimp, Wordpress, Raiser's Edge, ProTools, Sibelius, and MAX/MSP  
Languages: B2 German, Intermediate Turkish, and basic French and Spanish

## SELECTED EXHIBITIONS, PROJECTS, AND TALKS

---

*A Hermeneutic Network* (curator), DECAD, Berlin, DE (Apr. – Jul. 2018)  
Zuzanna Czebatul, Emma LaMorte, Maximilian Schmoetzer

*TTT GCT ATG ATT TTA TAT*, Aunt Linda, Berlin, DE (Aug. – Sep. 2017)  
Eve Eisenstadt, Joshua Schreier

*Family* (talk), Conversas Berlin, DE (Apr. 15, 2017)

*Panta Rhei*, Aunt Linda, Berlin, DE (Dec. 2016 – Jan. 2017)  
Julia Colavita, Rocco Ruglio-Misurell

*Beverly's x Artsy* (co-producer), ACUD Macht Neu, Berlin, DE (Sep. 2016)  
Alana Lake, Azikiwe Mohammed, Josep Maynou, Leah Dixon, Natalie Häusler, Santiago Taccetti, Stina Puotinen

*A Ritual For Survival (and Hopefully Courage)*, Aunt Linda, Berlin, DE (Aug. 2016)  
Michael Burditt Norton

*If the Earth had a flag, the Moon would have to be on it.*, Aunt Linda, Berlin, DE (Jun. – Jul. 2016)  
Leah Dixon, Mathias Euwer

*A Short Guide to Writing (Positively) about Art (You Like)* (talk), Gillmeier Rech, Berlin, DE (Apr. 2015)

*Artsy Art Cologne Takeover* (curator), Art Cologne, Cologne, DE  
Sofia Hultén, David Jablonowski, Gideon Krebber, Nadira Husain

*Too Long; Didn't Read* (curator), L'Atelier Kunst, Berlin, DE (Oct. – Nov. 2013)  
BFFA3AE, Constant Dullaart, Kate Geck, Emmy Skensved, Andrew Norman Wilson

*PowerChoice – 10* (curator), Harbor, New York, NY (Aug. 2013)  
Nicole Killian, Ryder Ripps, Sandy Smith

*Gordian Conviviality* (curator), Import Projects, Berlin, DE (Mar. – Jun. 2013)  
Cory Arcangel, Juliette Bonneviot, Chris Coy, Frieda-Ray Green, Oliver Laric, Lindsay Lawson, Lorna Mills, Evan Roth

*Very New Works*, DUVE Berlin, Berlin, DE (Jan. – Mar. 2013)  
Markus Amm, Sebastian Black, Paul Cowan

*laughing, in the Mechanism.* (curator), The Wand, Berlin, DE (Nov. – Dec. 2012)  
Stefan Saalfeld, Marcelina Wellmer, Viktor Timofeev

*Not Safe For Work*, DUVE Berlin, Berlin, DE (Sep. – Oct. 2012)  
Chris Succo, Dan Shaw-Town, Ed Fornieles, Nazafarin Lotfi, Roman Liška, Wyatt Kahn

*404 Not Found* (curator), SlaM, Berlin, DE (May 2012)  
Aram Bartholl, Bennett Williamson, Billy Rennekamp, Duncan Malashock, Elvia Wilk, Ola Vasiljeva