

FOUNDER PORTFOLIO

VIVAMEDA LTD
SWISS FOUNDER, OPERATING INTERNATIONALLY



Oliver Nold

Founder | Growth Strategist | AI & Data Entrepreneur | Commercial Systems Builder

Building growth systems, data-driven prospecting engines, AI-supported sales infrastructure, and scalable commercial operations for startups, founders, and high-value B2B companies.

I build the commercial infrastructure that helps companies find the right market, reach the right people, and scale faster with data, AI, and execution.

A founder who connects strategy with execution

Oliver Nold is a Swiss entrepreneur and commercial operator with over a decade of experience building, scaling, advising, and exiting digital companies. His work sits where strategy meets execution: positioning, data, offer design, acquisition, sales infrastructure, and the commercial systems that turn a market into revenue.

He began in growth and community-led marketing, then moved through technology platforms, consumer commerce, paid acquisition, fundraising support, SaaS, automation, and data-driven prospecting. Each phase added a layer: first how audiences behave, then how markets signal, then the systems to act on both. Across them he worked with early-stage startups, scaleups, high-ticket service companies, and international founders.

That progression has a destination. Vivamedia, his current company, is a data and commercial intelligence business that helps enterprises and funds map markets and reach the right companies with far more precision than traditional lead generation. It is the natural endpoint of the decade before it: from running campaigns, to reading market signal, to building the intelligence layer underneath the market itself.

Every business in this portfolio was owned or co-owned, built hands-on, and in several cases exited. The commercial risk sat with him rather than with a client, and that operator perspective is what he brings to each engagement.

Where Oliver creates value

Eight areas where a founder-operator makes a measurable commercial difference.

01

Growth strategy for founder-led companies

Turning an early-stage story into a repeatable commercial engine.

02

Go-to-market for early and scaling companies

A GTM motion designed around the stage the company is actually at.

03

Funnel architecture and conversion systems

End-to-end customer journeys built to convert, not just to look good.

04

Paid acquisition across Meta and Google

Performance media managed against cashflow, not vanity metrics.

05

Market discovery and ICP definition

Finding the segment and offer angle the market actually rewards.

06

Commercial data and prospecting intelligence

Knowing who to reach, why, and when, before competitors do.

07

AI-supported business development

Automation that shortens the sales cycle without flattening the message.

08

Fundraising support and investor positioning

Sharpening the narrative that opens investor conversations.

A ten-year build, from execution to intelligence

2015 to 2017

Growth Systems Co.

Builder, Cloud-Based SaaS Infrastructure

Early SaaS ventures focused on cloud-based applications and infrastructure. Software products designed, built, and taken to market, with subscription pricing and recurring revenue underneath them.

The first build layer. How software is made, priced, and sold, learned before any of the growth work started.

EARLY VENTURE PHASE

- Built and launched cloud-based SaaS applications
- Designed subscription models and recurring revenue structures
- Ran product development from concept to release
- Handled business development and early customer acquisition

2015 to 2019

Growth and Community Agency

Founder and Growth Strategist

A growth and community marketing agency serving early-stage startups and digital businesses. The work combined acquisition systems, organic and community-led distribution, and its own educational products. Operated in parallel with the early SaaS ventures and exited after several years.

Fast testing, lean execution, and a first read on how audiences behave at scale. The behavioral instinct everything after would build on.

EXITED AFTER SEVERAL YEARS OF OPERATION

- Built acquisition and growth systems for startups and digital businesses
- Created organic and community-led distribution channels
- Developed and sold online video courses and educational products
- Advised founders on positioning, offer design, and customer acquisition

2017 to 2019

Business Brain Architecture

Performance Infrastructure

A consulting practice focused on performance measurement and growth automation for SaaS and digital companies. The work sat beneath the campaigns: tracking, attribution, and the systems that make acquisition repeatable rather than one-off.

Where execution became infrastructure. Growth stopped being campaigns and started being systems.

OPERATED THROUGH THE GROWTH AND AGENCY YEARS

- Built performance and growth automation systems for SaaS and digital clients
- Designed tracking, reporting, and revenue attribution setups
- Advised on top line growth and acquisition acceleration
- Connected marketing execution to operational infrastructure

2018 to 2021

Remote Living Platform

Co-Founder, Head of Growth and Marketing Lead

A technology platform for remote professionals, built around long-term rentals and community living in Portugal. Oliver owned the marketing and growth function, from paid acquisition to partnerships and founder-led positioning. The company was later sold.

Marketplace growth under real supply constraints, and the mechanics of scaling a platform across borders.

COMPANY LATER SOLD

- Built the marketing infrastructure and growth strategy
- Led paid acquisition and digital campaigns
- Supported marketplace growth and international positioning
- Built partnerships across the remote-work and startup ecosystem

2020 to 2023

Consumer Commerce and Venture Building

Founder and Operating Partner

Built, scaled, and exited several consumer commerce businesses across German-speaking and international markets. The largest, Wunschdealer24, reached seven-figure revenue before exit.

Direct-response discipline at velocity: offer testing, product-market response, and cashflow-driven scaling across markets. Reading market signal became second nature here.

SEVERAL BUSINESSES EXITED AFTER GROWTH PHASES

- Built and scaled customer journeys from first touch to checkout
- Ran product testing, offer creation, and conversion optimization
- Managed paid acquisition budgets across Meta, Google, and other channels
- Built landing pages, sales pages, and checkout flows
- Developed operating structures for scaling multi-market stores

2020 to 2025

North Resolutions

Founder, Consultant and Growth and AI Systems Builder

An umbrella for growth consulting, software, SaaS, AI projects, automation, and online education, serving international clients across consumer brands, commerce, consulting, and SaaS. It also built its own software, courses, communities, and AI models.

The turn from executing on data to building the systems that produce and structure it: automation, entity resolution, and AI-supported development.

MERGED INTO VIVAMEDA

- Built and managed growth systems for international clients
- Ran paid acquisition programs across Google and Meta
- Delivered SEO, landing pages, and conversion systems
- Advised founders and executives on growth and revenue systems
- Integrated AI and automation into commercial processes
- Served hospitality clients including Vivara Bali and Merusaka Nusa Dua

2021 to 2025

Startup Advisory and Deal Development

Consultant, Growth Advisor and Commercial Partner

Oliver moved beyond marketing execution into commercial strategy, helping founder-led companies clarify their story, sharpen positioning, build traction, and prepare for conversations with investors, partners, and strategic buyers.

The bridge from pure marketing into broader commercial strategy, investor communication, and business development.

- Helped startups prepare investor-facing narratives
- Built pitch logic, business development, and market-entry angles
- Identified target investors, partners, and commercial opportunities
- Supported deal flow, lead generation, and outreach strategy
- Connected marketing infrastructure to fundraising and sales goals

2025 to present

Vivamedia

Founder, Data and Commercial Intelligence Builder

North Resolutions was merged into Vivamedia, a data and intelligence company for people discovery, prospecting, commercial intelligence, and AI-supported business development. Vivamedia is built on a simple premise: modern companies need structured knowledge about markets, people, timing, and signals, not another generic lead list.

The current evolution: from campaigns to intelligence systems, from lead generation to strategic market discovery.

CURRENT COMPANY

- Built the Vivamedia commercial intelligence concept and systems
- Created people and company discovery workflows
- Developed prospecting and target-market intelligence
- Connected AI, automation, data, and commercial execution
- Advised clients on moving from generic outreach to data-backed intelligence

Selected commercial track record

A decade of building, scaling, and exiting, each step compounding toward commercial intelligence.

-
- 01 Founded Vivamedia, a commercial intelligence company built on a proprietary longitudinal workforce panel covering more than four million companies across one hundred countries.
 - 02 Scaled Wunschdealer24, a German-language consumer commerce business, to seven-figure revenue before exit.
 - 03 Built and exited a growth and community marketing agency serving early-stage startups and digital businesses.
 - 04 Co-founded and helped scale a remote living and long-term rental platform in Portugal, later sold.
 - 05 Built, scaled, and exited several consumer commerce businesses across European markets.
 - 06 Built and shipped cloud-based SaaS products from concept through to subscription revenue.
 - 07 Built North Resolutions as a multi-year consulting, software, SaaS, and AI umbrella, later merged into Vivamedia.
 - 08 Managed paid acquisition budgets across Meta and Google for consumer and B2B clients in Europe, the US, and remote-first markets.
 - 09 Supported startups with growth strategy, investor positioning, and fundraising preparation.

Selected client work

A sample of startups, software, and consumer brands built and scaled.

SOFTWARE AND SAAS

Business Growth Box	SaaS platform bundling funnels, automation, and growth tools into a single interface.
Remote Living Platform	Technology platform for remote professionals and long-term rentals in Portugal, later sold.

STARTUP AND DIGITAL PRODUCT LAUNCHES

1Click App	Full brand build and go-to-market, from framework to website, social, and launch.
Age in Reverse	Product launch built on funnel design, landing pages, and paid campaigns.

CONSUMER COMMERCE

Wunschdealer24	German-language consumer commerce business scaled to seven-figure revenue before exit.
Leamer	Consumer online store built from scratch, expanded into international markets, and later sold.

HOSPITALITY AND CONSUMER GROWTH

Vivara Bali Private Pool Villas & Spa	Content and paid strategy led by Oliver; the property reached full occupancy within four months of opening.
Merusaka Nusa Dua	Retained annual partnership focused on direct bookings and website traffic.

What clients and peers say

One of the best tools I have ever seen.

CHRISTIAN SCHMITT, CLIENT · LINKEDIN

It is transformative, especially for startup enterprises.

THIMO BOOT, FOUNDER · LINKEDIN

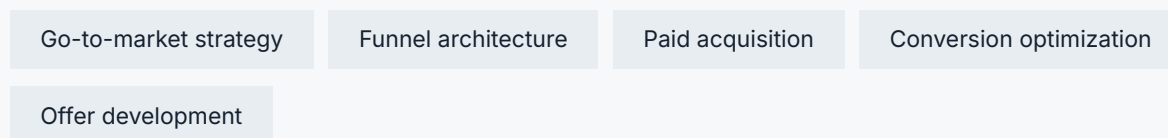
A master at growing communities, leveraging chatbots, and automating sales processes.

PAUL THOMSON, STRATEGIC ACCOUNTS · LINKEDIN

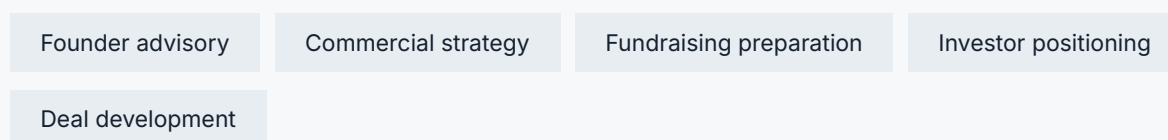
Core skills and capabilities

Three capability domains, built in sequence and now converging on commercial intelligence.

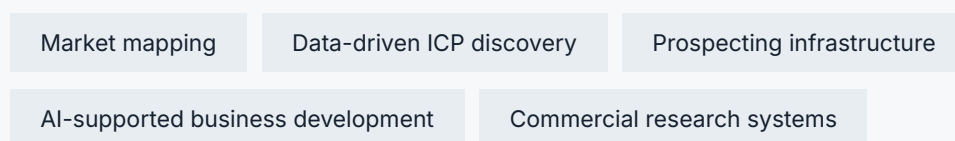
Growth and Commercial



Startup and Venture



Data and Commercial Intelligence



Every capability here was built inside a company Oliver owned, under real commercial risk. None of it was learned from a playbook.

Commercial intelligence, AI, and data-backed growth

This is where the decade led. Traditional lead generation is weakening, and generic databases and mass outreach are losing their edge. What wins now is sharper targeting, better timing, and better data. Vivamedia closes that gap on top of a proprietary dataset most vendors cannot match.

Vivamedia

From lead generation to structured market intelligence

Vivamedia helps enterprises and funds identify who matters, why they matter, and when to reach them. It is built on a proprietary longitudinal panel of more than four million companies across one hundred countries, holding 48 million observed company-year records from 1950 to 2026, resolved in-house and documented for provenance.

Where most tools stop at a name and an email, Vivamedia starts at the question underneath: which companies are about to need what you sell, and how you get there first.

- Structured intelligence on markets, companies, and timing, not raw lists
- High-value segments defined by signal, not by list size
- Historical depth most competitors start decades too late to have
- Market-mapping and prospecting infrastructure built to be queried, not exported

How Oliver works, and who he works with

Oliver operates best where growth is not solved by another template, but by understanding the market, finding the right angle, building the system, testing fast, and turning data into commercial action.

HOW OLIVER WORKS

- Builds and ships, rather than advising from a distance
- Strategic thinking paired with hands-on execution
- Commercial-first: revenue, cashflow, and signal over vanity metrics
- At home in remote setups, lean structures, and international teams
- Moves between board-level strategy and practical implementation
- Carries the commercial risk personally, not from an advisory seat

WHO OLIVER WORKS WITH

Oliver's work sits closest to B2B companies where targeting, timing, and sales infrastructure drive revenue directly, exactly where Vivamed's commercial intelligence adds the most value.

- Founder-led B2B companies
- High-ticket B2B and professional services
- SaaS and scaleups building outbound
- Executive search, M&A, and corporate finance firms
- Funds and investors sourcing opportunities
- Teams scaling go-to-market with data

Short bio

Oliver Nold is a Swiss-born entrepreneur (born 29 June 1982) who has built and operated companies internationally. Over many years of remote-first business across Switzerland, Europe, the UK, the US, Portugal, Bali, Spain, and Cyprus, he has developed a way of working that is lean, flexible, and commercially disciplined. He builds and scales digital companies at the intersection of growth, data, AI, and commercial systems, and today runs Vivamedia, a commercial intelligence company helping businesses identify the right people, markets, and opportunities with far more precision than traditional lead generation.

LET US TALK

Start a commercial conversation

If your company is trying to find the right market, reach the right people, and scale with data and execution behind it, that is exactly the work Oliver does. The best first step is a short, direct conversation.

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