



David De Matteo

ENTREPRENEUR & DIGITAL CONSULTANT

Profile

An entrepreneurial professional based in Germany, I specialize in diverse ventures within the digital media and e-commerce sectors. As a certified Shopware 6 developer with senior experience in web design, development, and digital marketing, I have successfully led various projects that enhance online presence and drive business growth. In addition, I produce and sell light advertising solutions for B2B customers across Europe. I am also a co-organizer of the Silkroad Rally NGO, recognized as the longest charity and cultural rally in the world, covering an impressive distance of 16,500 km. Passionate about innovation and community impact, I am dedicated to creating meaningful projects that resonate on a global scale.

Employment History

CEO, Runourcode GmbH, Nürnberg

JANUARY 2020 – PRESENT

Shopware 6 online shops and interfaces to ERP systems and various marketplaces. We are a certified Shopware 6 agency focused on B2B online shops for medium-sized companies in conjunction with ERP systems and connectors.

CEO, Hirnworx, Langenzenn

FEBRUARY 2011 – PRESENT

UX/UI design | Frontend and backend development for small and medium-sized clients based on various web frameworks and shop systems.

Co-Organizer, Silkroad Rally e.V, Worldwide

JUNE 2022 – PRESENT

The longest Rally in the world. 16.000km along the historic Silkroad on a low budget. The cars will be donated at the finish line.

CEO, Tridhya Tech GmbH, Nürnberg

JANUARY 2021 – PRESENT

IT procurement to India with our partner company, Tridhya Tech Private Limited, based in Ahmedabad, India, which is directly involved with Tridhya Tech GmbH

CEO, Lightvertise Leuchtreklame, Nürnberg

FEBRUARY 2015 – PRESENT

Distribution of Light-Advertisement like Lightboxes, Channel-Letters etc.

CEO, Codingtree OÜ, Tallinn

MARCH 2020 – JUNE 2024

Development and distribution of graphic product configurators based on Magento and Shopware.

CEO, Workingcube OHG

JULY 2018 – JANUARY 2021

Creative Agency

Details

Nürnberg
Deutschland
+49 1758006142
david@dematteo.de

Links

[LinkedIn](#)
[XING](#)
[Silkroad Rally](#)
[Runourcode](#)
[Lightvertise](#)

Skills

Creative Problem Solving Skill

Business Automization

Shopware 6 Frontend Development

Shopware 6 Backend Development

Magento 2 Development

Webdevelopment

UX/UI Design

ERP Systems

Marketplaces

Microtech ERP

JTL WAWI

Low Code Development

IT-Procurement

Photography

Travel Planning

Hobbies

Traveling, Flying, Digital Innovation, Music

Education

Max Grundig Vocational School, Fürth

AUGUST 2012

Training as a Business Administrator (Wirtschaftsfachwirt) IHK Nürnberg

FEBRUARY 2017 – PRESENT

Courses

Shopware Advanced Backend Developer, Shopware Academy

JANUARY 2022 – MARCH 2022

Google Marketing Ceritification, Google Academy

FEBRUARY 2016 – FEBRUARY 2017

References

References available upon request

Languages

German

English

Italian

Latin