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Experienced Head of Product specializing on data science & eCommerce, user-centric design and product storytelling. Skilled in in DevOps practices, technical architecture, resource planning, and client management.

WORK EXPERIENCE

Noreja Intelligence GmbH

Vienna, 08 / 2023 - now

Head of Product

- Re-evaluated and planned the MVP roadmap on the basis of key customer use cases & user journeys derived from network stakeholders, initial sponsor users and academic research.
- Established value-based prioritisation and analytics practices; designed a qualitative research baseline.
- Set up robust, scalable development and DevOps practices, drastically reducing effort for deployment and testing, improving sprint predictability and feature completion rates, and preparing the team for scaling.
- Executed multiple Proofs of Concept with pilot customers, with a to-date 100% follow-on business conversion.
- Improved cold customer profile discovery, enabled personalised mailing, tripled response rate, and raised demo conversion rates to approximately 10% via ICPs, personas, and an online presence & marketing rework.
- Onboarded, enabled and managed relations with the first members of Noreja's partner network.

Sabbatical, Educational Focus

Vienna, 03 / 2023 - 07 / 2023

- Product Management & Computer Science, self-study.

IBM iX Studio Vienna, formerly ecx.io GmbH

Vienna, 05 / 2019 - 02 / 2023

Engagement Lead, Product Owner, Scrum Master

- Held delivery responsibility for projects at both a strategic and operative level with consistent exceptional feedback from both clients and internal stakeholders.
- Selected for and completed internal management-track training program, Next Generation Leaders.
- Projects included:

Engagement Lead, Internal

09 / 2021 - 02 / 2023

- Selected teams, controlled project progress and successfully ensured the delivery of a €5mio. project portfolio.
- Monitored well-being and productivity of over 60 individuals concurrently - balancing internal stakeholder interests and client satisfaction with consistent, above-target account growth, while keeping an org-wide ~80 NPS.

Paper Packaging B2B eCommerce Portal, Product Owner

06 / 2019 - 08 / 2020

- Prevented the loss of a strategic account and enabled its scaling into a yearly 7-figure platform by rebuilding internal and external relationships, restarting delivery and integrating the client stakeholders into development.
- Re-established team stability following years of internal and external pressures; identified and enabled underutilized high potentials; resolved internal conflicts and re-designed the feature pipeline and prioritisation approach.

B2B Construction Material eCommerce Portal, Product Owner

04 / 2019 - 08 / 2020

- Designed features, managed the roadmap, handled stakeholder engagement, and shipped multiple versions of a Europe-wide B2B eCommerce portal with yearly revenues of approximately €50 million.
- Successfully navigated and resolved multiple cross-actor outages to match and exceed 99% uptime targets.

Automotive B2C Portal, Scrum Master

08 / 2020 - 01 / 2022

- Managed the development & DevOps practices of two teams responsible for the marketing page of a luxury car line with sales revenues exceeding €10 billion p.a. during the successful launch of two flagship models.
- Ensured these teams met KPIs & deadlines during a period of high volatility, including an organization-wide 30+ team SAFe transformation, while maintaining high team and client satisfaction and scaling account volume.

Trading & Consulting 'H.P.C.' GmbH

Vienna, 11 / 2016 - 04 / 2019

Project Manager (Software Development)

- Coordinated multiple concurrent web-based projects in crypto, real estate and event management.
- Built and scaled the organisation's first agile team and established best practices & ambassadorship.
- Project highlight:

Franchise Management Portal, Real-Estate Agency Segment

06 / 2017 - 04 / 2019

- Seeded a €1mio.+ p.a. platform by building a greenfield franchise management product.
- Held sole delivery and account responsibility for product development, defining target personas, user journeys, feature roadmaps, and delivery timelines, to exceptional client satisfaction

IES Immobilien-Projektentwicklung GmbH

Vienna, 06 - 08 / 2012 & 06 - 09 / 2013

Internships in Marketing and Logistics

Topex GmbH

Vienna, 08 / 2008 - 06 / 2009

Assistant to the General Manager

EDUCATION

Wirtschaftsuniversität Wien, Executive Academy

Vienna, 09 / 2019 - 06 / 2021

MBA, Innovation & Entrepreneurship, with Highest Honors

University of Glasgow

Glasgow, 09 / 2009 - 07 / 2014

M.A. (Hons) Philosophy

American International School, Vienna

Vienna, 08 / 2001 - 06 / 2008

International Baccalaureate & American Diploma

ABOUT ME

Building a great software product is something unique and creative. I've spent my career cultivating an understanding for all of its moving parts - from business and users, to development and technology. Seeing everyone's contributions shine during this creation process is, to me, fulfilling like few other things.

In my free time, I enjoy cooking, discovering new music, food tourism, tabletop roleplaying and thinking about narrative design and the unique interactivity of modern games as an art form.

SKILLS & CERTIFICATIONS

Languages: English (**Native**), German (**Fluent**), Russian (**Fluent**), Dutch (**Basic, Learning**), French (**Basic**)

Certifications: Go Practice **Product Manager**, Advanced Certified Scrum Master (**A-CSM**), Certified Scrum Product Owner (**CSPO**), **SAFe** Scrum Master, Mental Health First Aider (**MHFA**)

Other Skills: **Tech:** DevOps; scalable architecture; OOP & sustainable development; algorithmic thinking.
Business: Public speaking & presentation; process design; communication; team dynamics; coaching.