

## René Simon Pfisterer

Tech. Senior IT Product Owner

Berlin, 06.08.1984

German / Brazilian

Sodener Str. 36, 14197 Berlin

+49 175 709 75 65

[info@renepfisterer.com](mailto:info@renepfisterer.com)

<http://bit.ly/rsp-linkedin>



**Success is a result of taking risks, making mistakes, learning from them and adapting the approach.**

### About me

**Short description** 13 years of total digital work experience. Of which nearly 9 years is combined experience as an Agile Product Owner, Scrum Master and as a technical Project Manager (Waterfall) for eCommerce and Enterprise companies and *Core APP Android and iOS Mandates for Fazua*, DHL Daimler Fleet Innovation Hub and Klarna.

**Personal description** Understanding individuals, self-reflection, enthusiasm, motivation, passion for what I do and a high level of apprehension, is what describes my person the best. My core competencies can be found in the leadership and coaching of individuals with a love for Psychology and finding solutions for problems by asking the right questions.

**Systems & Tools**

- ✓ Atlassian (Jira & Confluence)
- ✓ Waterfall / Scrum & Kanban

**Skills & Competences**

Professional Knowledge:

- ✓ eCommerce
- ✓ Agile IT Product Owner
- ✓ Datadriven Design Decisions
- ✓ Android / iOS APP Development
- ✓ Process management
- ✓ Agile Scrum / Kanban
- ✓ UI Interface & User Centric Design

Interdisciplinary Knowledge

- ✓ Online Marketing
- ✓ Branding
- ✓ NLP & Psychology
- ✓ Lean Startup (Strategyzer)
- ✓ Lean UX & UX Research
- ✓ Design Thinking

**Further Information**

Softskills:

- Distinctive analytical skills
- Organized & structured working methods
- Strong communication skills
- High leadership skills
- User Centric Product Development

Languages:

- ✓ German
- ✓ English
- ✓ Portuguese
- ✓ Spanish

Professional training

- Body language and sub communication workshop
- Effective communication workshop
- Supportive Leadership workshop
- The Lean Startup (Strategizer)
- Design Sprints Workshops
- UX Research & UI Design

Certifications:

- Personal & Business Coach
- Certified Scrum Master (CSM)
- Certified Scrum Product Owner (CSPO)
- GPM/IPMA Level-D certificate
- NLP – Practitioner certificate
- Online Marketing Manager

**06/2016 - today** Freelance Agile IT Product Owner for eCommerce and APP Development

Function:

- Agile APP and Ecommerce Product Owner
- Feature Planning and User Story Definition
- Organization of external freelancers (cross-functional teams)
- Story Mapping
- Backlog management
- Roadmap Planning
- Budgetcontrol and Capacity Planning

Technologies

Azure, AWS, Docker, Kafka, Kubernetes, React.js, JavaScript, Java, Ruby (on Rails), Flutter, Kotlin, WebApp, HTML5/CSS3, GitHub, PostgreSQL, MySQL, Oracle DB, Microservices, Headless CMS Solutions

Tools

SAP Hybris, SAP Commerce Cloud, Enterprise E-Commerce, Salesforce Marketing Cloud, ContentSquare, Monetate, Hotjar, Jira, Confluence, Miro, Hubspot, Google Analytics & Data Studio, Figma, Adobe CC, InVision, Marvel, ZapierWQ

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**07/2022 – 12/2022** Freelance Agile Product Owner for Fazua APP at Kaiser & Kraft (B2B)

Working at KaiserKraft as a main responsible for the product discovery journey, improving the shop and integrating other KaiserKraft brands to the Microservices of KaiserKraft with an abbreviation of SAFE.

Responsibilities

- Roadmap Management
- Rollout Planning
- Stakeholder Management of +50 Stakeholders
- Backlog management
- Product Development and Optimization
- Developing a strategy on how to migrate external companies for the company merger
- Managing the refactoring of legacy code



Tools and Technologies

React.js, Java, Postgres, SAP Hana, TOP ERP, Salesforce Marketing Cloud, Hotjar, Google Analytics, Miro, Jira, Spryker, Oracle DB

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**12/2021 – 06/2022** Agile Product Owner for Klarna APP; Deals and Card Enrollment

Working at Klarna Inside the Checkout to Increase Retention in the iOS and Android APP and User Engagement by developing a Cash Back Offer for people to increase In Mall Sales and Onboard more merchants.

Responsibilities

- Roadmap Planning & Feature Prioritization
- Stakeholder Management of +50 Stakeholders
- Rollout Planning
- Backlog management
- Product Development and Optimization
- Resource Management
- Managing the refactoring of legacy code



Tools and Technologies

React.js, Java, Kafka, Azure, AWS Elastic Cloud, Custom Headless CMS, Postgres, SAP Hana, Hotjar, Miro, Jira, OKRs

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**04/2021 – 11/2021** Freelance Agile Product Owner for Fazua APP via Codingpassion (halftime)

Responsibilities

- Business Modeeling: Lean Agile Canvas
- Evaluation of Scrum oder Kanban and switching to Scrumban
- User Story Definition
- Roadmap & Rollout Planning
- User Testing with Customers
- Vision Definition
- Processdefinition und Workflow Setup with Jira
- Complete Jira Setup and Coaching
- Teamsetup Definition for the APP Development
- Evaluating current Scrum Setup and switch to Scrumban



Tools and Technologies

React.js, JavaScript, Flutter, HTML5/CSS3, Google Cloud, Miro, Jira, OKRs

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**04/2021 – 09/2021** Freelance Product Owner for the new homepage at Condor (Web and Mobile Experience)

As a freelance Product Owner I was put in charge to re-design the major page www.condor.com to facelift and modernize the flight booking experience customers.

Responsibilities:

- Steering 3 agencies and individuals as a cross-functional team
- Management of the condor.com homepage relaunch project
- Defining requirements
- Stakeholder management
- Release management
- Defining a rollout strategy
- Setting up Datadriven A/B Tests to determine the user centric Layout
- Defining a data driven Implenentation Strategy



Tools and Technologies

React.js, JavaScript, HTML5/CSS3, Java, Postgres, Oracle DB, SAP Hana, Salesforce Marketing Cloud, ContentSquare, Monetate, Hotjar – Google Suite, Miro, Jira, MS Business Suite

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**10/2020 – 09/2021** Freelance eCommerce Business Analyst & Product Owner & UX Consultant at Condor

For this Project I was hired to help the Team to create customised and personalised User Experience to analyse Data and create hypotheses for optimizing user flow and conversion rates as well as increasing the upselling of ancilleries withing the Internet Booking Experience (eCommerce) at Condor Flugdienst GmbH.

Responsibilities:

- Chief Product Owner
- Helping Product Owners to write user stories and manage the Product Backlog
- Business Analyses to optimize the user experience for the whole Online Booking Experience.
- Concept Definition for a Datadriven customer journey
- Definit Tests for a customized user Experience
- Stakeholdermanagement and definition of API Connections for a user login and a personalizes user journey



**01/2020 – 05/2020**

Freelance Proxy Product Owner

Working on a greenfield project for DHL and the package centers for international product classification, to help to create an overall better process for the classification of international packages.



Responsibilities:

- Conducting Kickoff and user testing workshops
- Conducting User Story Workshops
- Writing the user stories
- Project management (Scrum)
- Budget and resource management with SUITE CRM and Confluence
- Managing and prioritizing the Product Backlog
- Adjusting and refining user stories
- Stakeholder management

**12/2019 – 05/2020**

Freelance Proxy Product Owner for DHL major Tracking APP

Working on the major Service from DHL, the Delivery and Tracing (DHL Paket) APP, managing the Product Backlog together with the Product Owner and ensuring smooth development of the optimized new APP version.



Responsibilities:

- Developing a controlling board for velocity and resource measurement in Confluence
- Coaching the Product Owner to write better User Stories
- Interviewing individual team members and solving individual issues within the production Team of the APP
- Organizational Coaching of a cross-functional team
- Adjusting and refining user stories with the Product Owner
- Optimizing team efficiency and overall management
- Facilitating scrum meetings planning, review, retros, and backlog refinements

**04/2019 – 10/2019**

Freelance Scrum Master & Agile Coach at Daimler Fleetboard Innovation Hub (Web & APP)

Working with a completely new team of freelancers to help to develop an MVP for the trailer telematics and logistics industry to measure the cargo/freight of trucks together with a connected APP for Drivers. This project was especially challenging because the Product Owner was in the Role for the first time. Together we developed the Product Vision, defined the Business Model Canvas, constantly optimized the value of the product backlog and the user stories.



Responsibilities:

- Implementing new workflows
- Coaching the Product Owner
- Coaching Scrum Methodologies
- Facilitating workshops and removing team impediments
- Optimizing team efficiency processes and overall management
- Implementing new project management with Jira & Confluence (incl. Coaching)
- Giving training about Scrum like ceremonies or values
- Conducting workshops to define the DoD, DoR and Scrum Board (Workflow)
- Continuous optimization of the team speed (Story Points per sprint)

Tools and Technologies

React.js, JavaScript, Cotlin, HTML5/CSS3, Azure, Docker

**11/2018 – 03/2019**

eCommerce Consultant & Product Owner at VW AG via Dayone (Service Design Agency)

In this project, I was more on the consultant side and helped the Project Manager to manage the new Marketplace from Volkswagen and helped managing/steering several agencies such as Etventure for the development or SinnerSchrader for the Marketing and Content of the new website for the Used Car section inside the Volkswagen Marketplace Environment.



Responsibilities:

- Managing the new E-Commerce marketplace for VW (Used Cars)
- Rollout planning & project management (Scrum)
- Business Consulting
- Cross-functional team management of several agencies like Sinner & Schrader (Tracking) and Etventure (Development)
- Defining user stories, business needs, and tracking concepts
- Optimizing Customer Journey
- Requirement management

**02/2018 – 06/2018**

eCommerce Consultant & Product Owner at Sennheiser via Devolute (software development)

This project was a Ruby on Rails-based project to refactor legacy code in the Sennjet. In this, I Project I used to wear more the hat of the Product Owner writing user stories based on the stakeholder's feedback and requirements.



Responsibilities:

- Conducting user story (definition & mapping) Workshops
- Writing user stories & acceptance criteria
- Weekly / biweekly sprint planning meetings, sprint reviews & retrospectives
- Establishing project management tools like Jira
- Managing up to 20 international stakeholders (USA & Germany)
- Product backlog management
- Prioritizing user stories based on business values

**02/2017 – 01/2018**

eCommerce Consultant & Product Owner at Sennheiser & Neumann via Devolute

This project required integration of HTML based templates into the Sennjet CMS by Sennheiser based on Ruby on Rails. As a Product Owner, I was responsible to create user stories and test the developed increments based on User Acceptance Criteria. Next to this, I was also providing consultancy to define a customer journey, call to actions, and the online product sale.



Responsibilities:

- Conducting user story (definition & mapping) Workshops
- Writing user stories & acceptance criteria
- Establishing project management tools like Jira
- Managing up to 15 international stakeholders (USA & Germany)
- Weekly/biweekly sprint planning meetings, sprint reviews & retrospectives
- Cross-functional team management and steering agencies like Acid21 (delivering designs) or Sennheiser development department
- Product backlog management
- Prioritizing user stories based on business values

**05/2017 – 06/2018**

Product Owner at Finiata via Devolute

Finiata was a fintech (factorem) services that had a very complex integration of several APIs and Banking services. In this project, I was responsible to lead a team of 5 developers together with the Inhouse PO and PM to roll out the product in the german market.

finiata

Responsibilities:

- Conducting user story (definition & mapping) Workshops
- Rollout planning and execution for the German FinTech platform finiata.de
- Requirement management, de/- refining user stories
- Backlog management agile project management (Scrum)
- Conducting user story mapping workshop
- Managing 3 cross-functional teams of up to 21 people (Berlin & Near-shore) including UX, UI, Business Development and Developers

**06/2017 – 09/2017**

Product Owner at Infopark via Devolute

In this project, I was directly responsible for budgeting and Product Ownership. With the development team, we directly implemented the designs delivered by Zeplin into the Scivito CMS from Infopark.

Responsibilities:

- Rollout planning and project execution for the infopark cms
- User Story definition
- Budget calculation
- Requirement management
- Backlog management
- Agile project management (Scrum)
- Managing 2 cross-functional teams of up to 12 people (in Berlin) including UX/UI Designer and Developers
- Quality assurance: Bug testing & defining acceptance criteria



**06/2013 – 04/2016**

IT Project management & Key-Account management at Ventzke Media

Function:

- Project management (Waterfall)
- Creating project schedules & definition of milestones as well as Timelines with Gantt Charts
- Creating technical specification sheets
- Invoice processing
- Consulting of new potential prospects
- Planning and execution of meetings & workshops
- Consulting of existing clients
- Organisation & resource scheduling
- Quality assurance: Bugtesting & defining acceptance criterias, launching products
- Representative executive

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**SELECTED EXPERIENCE**

- Product Owner**
- User Stories Management
    - Conducting user story mapping workshops
    - Conducting user story value and market impact workshops
    - Writing user stories
    - Defining the business value of user stories with business developers
    - Epic / Milestone Definition
    - Calculation of story values and sprints
  - Defining personas
  - Defining a product vision (Visionboard)
  - Creating Lean Business Modell Canvas (Strategizer)
  - Leading up to 50 people (Offshore, Nearshore, and local teams)
  - Budget and Ressourcemanagement
  - Conducting Stakeholder meetings and interviews with customers/clients
  - Backlog Management:
    - Prioritizing the Product Backlog
    - Refining the Product Backlog

- Quality management**
- Controlling of the separate phases and intermediate controls
  - Carrying out website-test & coordination of the involved department
  - Bug reporting with Jira & Bugheard in combination with Slack and Google
  - Defining acceptance criteria
  - Controlling acceptance processes and recheck protocol (iteration)

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## EDUCATION & FURTHER DEVELOPMENT

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**03/2020 – 10/2022** Personal & Business Coach Certification each 4<sup>th</sup> Weekend of a month

Focus:

- Systemic Coaching
- Management Coaching
- Motivational Coaching
- Business Coaching
- Personal Coaching

**09/2019** Certified Scrum Product Owner – Scrum Alliance

Focus:

- Scrum Methodologies/Framework, Ceremonies, Stakeholder management, managing the sprint & the product backlog
- Certificate: <http://bcert.me/sbvgoiewi>

**07/2018 – 10/2018** Project Manager - Indisoft Berlin - Certified

Qualification:

- GPM / IPMA - Level D (Din 69901 / ISO 25001)
- Scum Master (CSM)

**03/2016 – 10/2016** NLP-Practitioner (international recognized certification)

Focus:

Communication, Coaching Practices, Psychology

**02/2013 – 06/2013** Online Marketing Manager – BBA Akademie Berlin - Certified

Qualification:

Online Marketing, Social Media Marketing, PR, Web 2.0