

MARC LILIENTHAL

Product Owner

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Summary

Marc is a digital native experienced in product development, agile project management and marketing. He is hands-on and translates business and client needs into requirements, sets up according workflows and owns projects to ensure successful products and services. Aside of the product development itself Marc is experienced in creating appealing content strategies for e-Commerce and User Experience platforms.

Project History **Product Owner, IoT Mobile App (iOS & Android), WOW Tech Berlin (2019)**

Last 3 years Managing the Relaunch of two native Mobile Applications and according Hardware. Project Scope included: New Agency casting and transition, Application Strategy and Scope definition and re-launching the overhauled Applications. Also I led an overhaul of the toys firmware to improve overall Hardware <> Phone (BLE) communication and developed a connected toy from scratch with a Chinese Manufacturer and integrated it into the relaunched Application.

Digital Product Consultant, SAP Commerce, Zur Rose Group Zurich (2019)

Leading an Agency transition and prepare the existing MVP (zurrose.ch) to scale from 5.000 to 300.000 products. Plan Infrastructure to be ready for a Joint Venture with Migros and create a concept for a Click & Collect solution in Swiss Market. All this in close collaboration with internal stakeholders. Currently working on: Handover System, Product-Backlog and Roadmap to full-time-employee.

Product Owner, SAP Hybris e-Commerce Project, ecx.io an IBM Düsseldorf (2018)

Full responsibility for a 1.5M+ e-Commerce solution (temial.vorwerk.de) concerning scope, time & budget. Working with two SCRUM teams (18 people) to implement an e-Commerce solution based on SAP Hybris and a customer experience part based on Adobe Experience Manager.

Product Owner, SWYP, Cologne (2018)

A handpicked DC4P consultant team created a new holistic strategy including sales, product and marketing for SWYP. SWYP itself is developing a Click & Collect solution, that connects retail and brands to open an online sales channel where B2C users can reserve or buy a product and according services from a local retailer. Project is not live yet.

Account Director Digital, BBDO, Düsseldorf (2017)

Leading and developing client relationships (Digital Lead for Metro AG, Bayer AG, Dr. Oetker). Working as digital team lead in a multidisciplinary environment (Tech, Digital Media and Advertising). Launch of a content platform based on Sitecore for Metro AG's IPO in 2017(mpulse.de). Prototyping of a ZeroUI Google Voice Bot in close collaboration with with Bayer (Aspirin) Innovation and Google.

Key Account Director, Social Trademark, (2015 - 2016)

Social Trademark developed a website solution based on a multisite Wordpress system and extended the basic functionality with own features due to API Management e.g. Social Media, Google Analytics and Press Monitoring. Startup Mentor/Coach at Metro / Techstars Hospitality Accelerator.

Education

MBA, Innovation

Steinbeis School of Management and Innovation
Berlin & Munich, Germany (2016 - 2020)

Creative Leadership Certificate

Kaospilot
Aarhus, Denmark (2015)

Bachelor of Arts, Marketing

Steinbeis School of Management and Innovation
Berlin & Munich, Germany (2013 - 2016)

Skills

Product Management, Agile Project Management,
Basic Programming Skills, Digital Marketing, Content Strategy, Prototyping,
New Work, Certified SCRUM Product Owner, e-Commerce, UI/UX-Design, Adobe
Experience Manager, SAP Hybris, Sitecore, Wordpress

Languages

German: Native proficiency
English: Full professional proficiency
Spanish: Still learning