Marc Westermann

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Senior Product Manager Candidate with **9 years of experience in Product Management and IT** with ambitions to help scale-ups grow and increase their **strategic impact**.

Experience

Senior Product Manager (Innovation) - OTA Insight
August 2021 — Present

Product Manager (Retention) - Temper
August 2021 — September 2022

In addition to expanding on responsibilities highlighted below from Teamleader:

- Leading efforts to build a strong and **scaling engineering and product organization that puts users front and center** of improvements and that allows for agility in implementation.

- Responsible for Product and User interests in self-steering **OKR process while delivering on tight deadlines** and ambitious targets primarily focused on B2C retention.

- **Partnering with Legal and External Affairs** in designing well-performing features while empowering users on the platform.

Product Manager – Teamleader
October 2018 — July 2021

- **Collaborating with engineering and design teams** on the best implementation methods as well as a reasonable execution schedule to regularly ship new, impactful features.

- Working closely with product marketing, customer success, and users to **deeply understand, document, analyze, and synthesize customers' needs into product priorities**, roadmap plans, and detailed technical specifications.

- Conducting implementation decisions with a **focus on usability, quality, and ease-of-use** to deliver the greatest value to our customers.

Application Developer – LV GmbH
August 2012 — Jan 2016

- **PHP/Web developer in a scrum-organized team** as part of cooperative education program.

Education

Master in Innovation and Entrepreneurship
Vlerick Business School, Belgium
2017 - 2018

Bachelor of Arts in Economomy Informatics
Westphalian University of Applied Sciences, Germany
2012 - 2016

Skills

Agile Methodologies
OKRs
Roadmapping
Leadership
User research
Market Research
Data-informed Decision-making
Human Centered Design
Iterative product launches

Notable Tools

Looker
Jira
Figma
Tableau
Dovetail
Amplitude

Social

linkedin.com/in/marc-westermann
github.com/marcwestermann
twitter.com/mwstrmnn

Hobbies and Interests

DJing and Music Production
Running
Technology Sideprojects