



## WHY ME

I am a passion-driven eCommerce specialized Product Owner with close to 7 years' worth of international experience in agile environments. Professional focal points include project governance, product management, change management, and strategic planning. Delivering superior execution to support maximum returns on the latter areas of expertise requires efficient communication and organizational skills, procedure analysis, and resource management.

Over the years, I have demonstrated a unique ability to deliver innovative digital solutions that enhance efficiency, improve the user experience, reduce costs, and ultimately drive sustainable competitive advantage.

## PERSONAL DETAILS

Name Matthias Gerstl, BSc  
 Date of birth 3rd Dec, 1990  
 Citizenship Citizen of Austria  
 Address A-1050 Vienna  
 Mobile +43 676 95 888 41  
 Mail hello@matthiasgerstl.com  
 Web https://matthiasgerstl.com

## LANGUAGES

German ————— 1<sup>st</sup> Language  
 English ————— Proficiency  
 Python ————— Graduated

## TECHSTACK

Salesforce  
 MS Power BI  
 Adobe CC Suite  
 Jira  
 Confluence  
 MS Office 365

## CERTIFICATION

 Professional Scrum Product Owner  
 PSPO-I certified

 Professional Agile Leadership  
 PAL-I certified

 Professional Scrum Master  
 PSM-II certified

## EXPERIENCE

### Global eCommerce Manager | Product Owner

PRESENT  
 May 2019

#### voestalpine High Performance Metals GmbH | Steel Industry

- Coordinating the planning, development, and delivery of both internal and customerfacing applications, ranging from online shops, customer portal deployment, and iOS and Android apps
- Working as a Product Owner in an agile SCRUM-driven framework, determining and planning features and functionalities
- Acting as a key stakeholder in strategic planning, leveraging market research to define eCommerce requirements across different international markets
- Spearheading a novel heat treatment app, establishing a significant new stream of revenue for the company
- Coordinating with other internal teams across the sales cycle, offering pre-sale customer support, identifying customer risks and developing corrective strategies to promote new business
- Orchestrating the world-wide roll-out of the Digital Store Front steel shopping platform
- Developing and implementing novel features, fostering a continuous improvement of UI and UX
- Liaising and integrating with specialized external partners to support product development
- Implementing control processes, ensuring strict adherence to GDPR frameworks

### Digital Project Manager

Mar 2019  
 Apr 2017

#### Air Liquide Austria GmbH | Gas & Plant Industry

- Successfully completed the two-year Leading Excellence Trainee Program, coordinating two large-scale projects in France and Belgium
- Led the development and implementation of a wide array of projects across multiple sites
- Managed cross-functional teams, liaised with stakeholders to gather functional requirements, and translated them to actual deliverables
- Executed various digital marketing campaigns via social media and Google AdWords
- Established road maps and schedules, and utilized various lean methodologies depending on project specification and organizational requirements
- Delivered multiple landing pages, online shops, customer portals, and additional products
- Conceptualized and implemented AI chatbots to handle customer requests, enhancing efficiency significantly while reducing person-hours and delivering impressive cost savings
- Architected a new solution to collect customer data and facilitate service opt-in, driving GDPR compliance lead across the group
- Trained, developed, and mentored stakeholders across the organization on new applications and technologies, acting as SME

### Founder & Owner

∞  
 Aug 2013

#### artrective.com e.U. | eCommerce

iphonextrême.com | Single Product Online Shop *launched in May 2019*

- Further diversifying and rolling out a 1-click online shop, integrating apple pay check-out
- Continuously refining products and introducing new features and functionalities to make them intuitive and easy to read, and provide a seamless user journey

maccias.com | eCommerce Consulting *launched in Oct 2016*

- Starting offering eCommerce consulting services to a wide array of clients
- Guiding clients in optimizing their websites, optimizing UI/UX, creating integrated funnels, and enhancing the entire user journey

artrective.com | Online Art Marketplace *launched in Aug 2013*

- Conceptualizing and developing an online shop from the ground up
- Coordinating extensive market research to identify a profitable product mix and building a portfolio of 200+ unique products
- Establishing the overall brand's image, developing and producing engaging content, and delivering it via a mix of digital channels

## EDUCATION

### Bioengineering - Bioinformatics **GPA 3.0**

Jun 2016  
 Aug 2013

#### Bachelor of Science in Engineering

*Diploma Thesis: „Artificial breeding of fungal species with an RPi controlled incubator“*

FH Campus Wien - University of Applied Sciences, Vienna

### Industrial Engineering - Techn. Process Mngt **GPA 3.5**

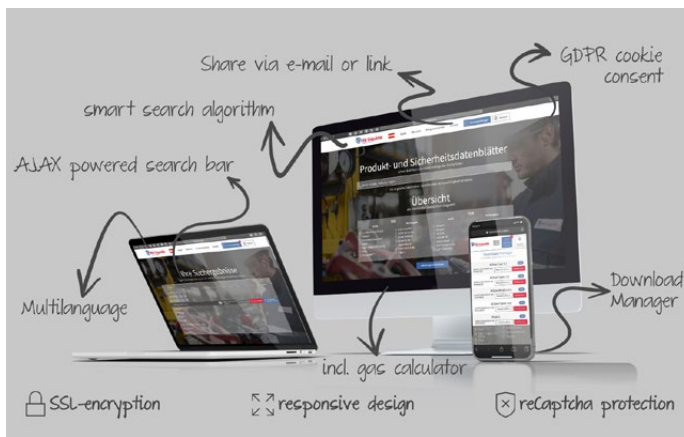
Jun 2011  
 Sep 2006

#### Engineers Degree Diploma

*Diploma Thesis: „Cost optimized maintaince“ in association with Josef Manner & Comp AG*

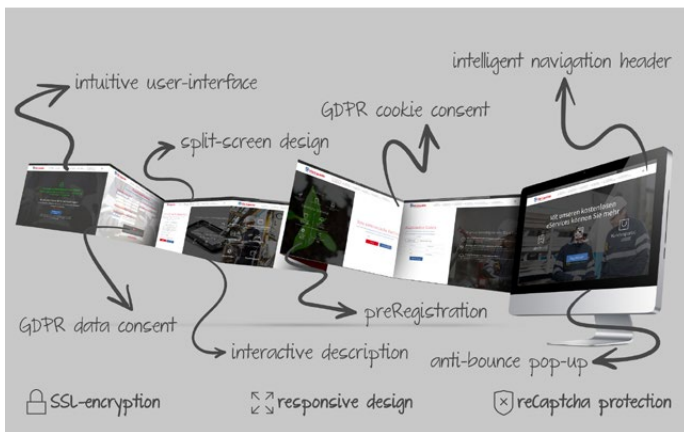
Higher Vocational School for Textile Industry & Data Processing, Vienna





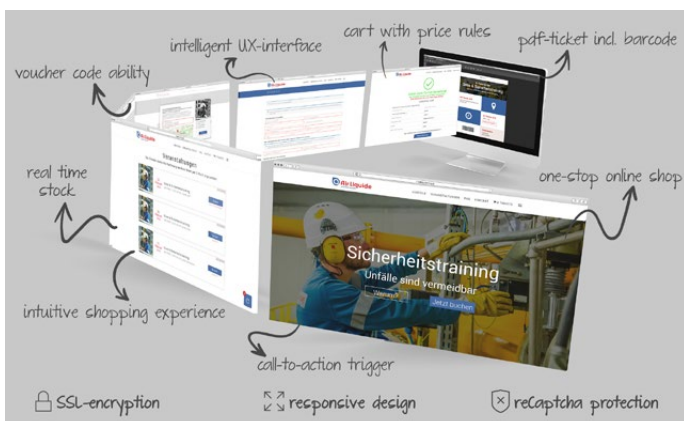
## Customer Datasheet Library | Download Landing Page

- » conceived, managed and led roll-out of datenblatt.online
- » established the leading download landing page for datasheets
- » implemented a smart search algorithm (title + doc content)
- » added a UX-optimized Download Manager, so users can share their datasheet collection via link or e-mail
- » page supports multi-language as well for datasheets
- » with the easy to use gas calculator, so users are able to convert gas volumes in weight
- » datasheets will be maintained in back-end by categories, tags and types - this offers optimization for search results
- » achieved General Data Processing Regulation (GDPR) compliance with leading best-of-class solution



## Customer Welcome Journey | Data Collection

- » deployed, managed and led roll-out of welcome-kit.at
- » established a customer data collection process through high conversion utilized landing page
- » implemented artificial intelligence chatbot to reduce bounce rate
- » landing page manages opt-in for eInvoice, eDelivery Notes customer portal and newsletter
- » enables Sales Representatives to preRegister customers
- » anti-bounce pop-up reduces registration abortions
- » endurance supported by SSL-encryption, responsive design, reCaptcha protection
- » continuous improvement through heat map analysis
- » achieved General Data Processing Regulation (GDPR) compliance with leading best-of-class solution



## Gas Safety Training | Online Shop

- » deployed, managed and led roll-out of online shop for Germany & Austria
- » analyzed customer journey by using heat maps & tracking tools
- » established a market leading one-stop online shop with automated pdf-ticket generation
- » Implemented smart shopping cart with price rules and voucher code
- » online-shop is connected by API with ticket management app
- » promoted safety trainings with e-mail newsletter campaign
- » Newsletter opening rate: >39%, click rate: >8% (Industry average: 15%, 3%)
- » established strategic framework for applying VC on other customers



## Youtube Marketing Campaign | Growth Hacking

- » established long-term collaboration with the leading DIY influencer on youtube within the german-speaking area
- » analyzed & deployed complete sales journey for ALbee gas
- » offer in Germany & Austria negotiated sponsorship & product placement with influencer
- » implemented voucher-campaign incl. customer data collection process
- » most successful trackable marketing campaign since ALbee product introduction
- » positive ROI achieved within 16 days
- » published 3 review videos with currently over 70,000 views



PROFESSIONAL CERTIFICATION

# PROFESSIONAL SCRUM PRODUCT OWNER I

## Matthias Gerstl

*has demonstrated a fundamental level of product ownership, proving an intermediate understanding of the Scrum framework and how to apply it to maximize the value delivered with a product. This individual has also demonstrated an understanding of how to maximize return on investment and optimize the total cost of ownership of products and systems.*

*In recognition of this achievement, Scrum.org is pleased to award this certification.*

Ken Schwaber, founder Scrum.org

February 14, 2020

Certification Date



<https://scrum.org/certificates/504998>



PROFESSIONAL CERTIFICATION

# PROFESSIONAL AGILE LEADERSHIP I

# Matthias Gerstl

*has demonstrated a fundamental level of understanding about how agility adds value to their organization and why leadership support of agile teams is essential to achieving organizational agility. This individual has also demonstrated an understanding of what leaders can do to support their teams to help them achieve higher performance.*

*In recognition of this achievement, Scrum.org is pleased to award this certification.*

A handwritten signature in black ink, reading "Ken Schwaber".

Ken Schwaber, founder Scrum.org

May 2, 2020

Certification Date



<https://scrum.org/certificates/530053>



PROFESSIONAL CERTIFICATION  
**PROFESSIONAL SCRUM MASTER II**

Matthias Gerstl

*has demonstrated an advanced level of Scrum mastery and proven an understanding of the underlying principles of Scrum. This individual has also demonstrated the ability to effectively apply Scrum in complex, real-world situations.*

*In recognition of this achievement, Scrum.org is pleased to award this certification.*

A handwritten signature in black ink, appearing to read "Ken Schwaber".

Ken Schwaber, founder Scrum.org

May 29, 2020

Certification Date



<https://scrum.org/certificates/539350>

## Recommendation

Mr. Matthias GERSTL, BSc born on 3<sup>rd</sup> December 1990, was employed as Digital Project Manager in the Sales Excellence & Competitive Intelligence department in our company from 1<sup>st</sup> April 2017 till 31<sup>st</sup> March 2019. In addition, Mr. Gerstl successfully completed the Air Liquide Leading Excellence (ALLEX) trainee leadership program.

Air Liquide is the world leader in gases, technologies and services for industry and healthcare. With 65,000 employees in 80 countries, Air Liquide serves more than 3.5 million customers and patients.

The area of responsibility of Mr. Gerstl included the following emphases as Digital Project Manager:

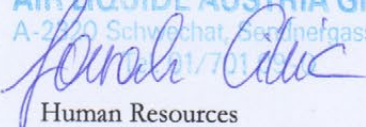
- Project management and support of projects related to online services such as eInvoice, eDeliveryNote, eClaim, customer portal and online marketing campaigns under specification of key performance indicators (KPI) and compliance with the GDPR for the DACH countries
- Design, build and sustain customer experience (CX) through interactive chatbots based on Artificial Intelligence (AI) and Natural Language Processing (NLP)
- Conception, development and roll-out of eCommerce applications such as safety-training.at as a fully fledged online shop including internal process harmonization with focus on operational sales increase and recurring revenue modelling for Germany and Austria
- Ongoing reporting regarding the project status (time, goals, budget) to the Commercial Director as well as the DACH-Cluster Team
- Responsibility and coordination of all communication and information channels of all internal and external project participants (eg: developers, agencies, distribution partners)
- Two international Short Time Assignments assigned to Brussels, Belgium and Paris, France at cluster level, in advisory and analytical capacity for Large Enterprise Applications such as safety onBoarding, eWorkPermit and Learning Management System (LMS)

Mr. Gerstl was entrusted with complex problems in the digital transformation independently, which he has targeted and worked to our complete satisfaction. He distinguished himself by high personal work input, extraordinary personal initiative, extremely competent solution orientation, high sense of duty and convinced with his exemplary teamwork. In direct contact with stakeholders, he always appeared in a very professional and friendly manner and was always committed to the concerns and wishes of his colleagues.

In summary, it can be stated that Mr. Gerstl has always proved to be a very reliable and loyal employee with a strong technical expertise and a great commitment and has always mastered all work and new situations with confidence. Because of his friendly nature and his collegial attitude, he was highly respected by his superiors and colleagues.

At his own request, Mr. Gerstl leaves our company on March 31<sup>st</sup>, 2019. We very much regret his decision. We would like to thank him for his always valuable, successful and excellent cooperation. For the future, we wish him all the best, both professionally and personally.

Schwechat, 31<sup>st</sup> March 2019

**AIR LIQUIDE AUSTRIA GmbH**  
A-2320 Schwechat, Sendnergasse 30  
17/01  
  
Human Resources

# University of Applied Sciences FH Campus Wien

## Diploma

The University of Applied Sciences Council awards

### Matthias Gerstl

born on December 3<sup>rd</sup>, 1990 in Vienna, Austria,  
citizen of Austria,  
student of the bachelor degree programme

### Bioengineering

(study code 0539)

who successfully passed the degree examination on June 23<sup>rd</sup>, 2016,  
at the University of Applied Sciences  
FH Campus Wien

pursuant to § 6 para. 1 of the University of Applied Sciences Studies Act - FHStG,  
Austrian Federal Gazette No. 340/1993, as amended,  
the academic degree

### Bachelor of Science in Engineering

abbreviation

### BSc or B.Sc.

Vienna, July 8<sup>th</sup>, 2016

On behalf of the University of Applied Sciences Council:  
The chairperson of the University of Applied Sciences Council



FH-Prof. Dr. Barbara Bittner

## SPONSIONS BESCHEID CERTIFICATE OF GRADUATION

Das Kollegium der Fachhochschule Campus Wien verleiht  
The University of Applied Sciences Council awards

**Matthias Gerstl**

geboren am 3. Dezember 1990 / born December 3rd 1990

Staatsbürgerschaft: Österreich / citizen of Austria

der durch Ablegung der abschließenden Prüfung am  
23. Juni 2016 den FH-Bachelor-Studiengang  
„Bioengineering“, Studiengangskennzahl 0539  
ordnungsgemäß abgeschlossen hat, gemäß § 6 Abs  
1 FHStG, BGBl. Nr. 340/1993, idgF,

who successfully passed the degree examination on  
June 23rd 2016, of the bachelor degree programme  
„Bioengineering“, study code 0539 pursuant to § 6  
para. 1 of the University of Applied Sciences Studies  
Act - FHStG, Austrian Federal Gazette No.  
340/1993, as amended,

den akademischen Grad  
the academic degree

**„Bachelor of Science in Engineering“  
(„BSc“ - „B.Sc.“)**

**Rechtsmittelbelehrung:**

Gegen diesen Bescheid ist gemäß § 10 Abs 6 FHStG,  
BGBl. Nr. 340/1993, idgF, eine Beschwerde beim  
Bundesverwaltungsgericht zulässig. Sie ist innerhalb  
von vier Wochen ab Zustellung bei der belangten  
Behörde (Kollegium der Fachhochschule Campus Wien)  
einzubringen.

**Explanation on right of appeal:**

This decision may be appealed against at the Federal  
Administrative Court in accordance with § 10 para 6  
FHStG, Austrian Federal Gazette (BGBl.) No. 340/1993,  
as amended. The complaint is to be filed within four  
weeks after delivery at the relevant authority  
(University of Applied Sciences Council of FH Campus  
Wien).

Wien, am 8. Juli 2016

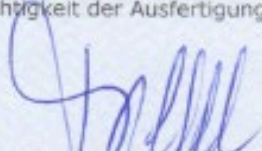
Vienna, July 8th 2016

Für das Kollegium / On behalf of the University of Applied Sciences Council

FH-Prof. Dr. Barbara Bittner eh.

Leiterin des Kollegiums der Fachhochschule Campus Wien  
Chairperson of the University of Applied Sciences Council

Für die Richtigkeit der Ausfertigung:



(Hon.-Prof. Univ.-Doz. DI Dr. Rudolf Friedrich Bliem)





**HÖHERE BUNDES- LEHR- UND VERSUCHSANSTALT FÜR  
TEXTILINDUSTRIE UND DATENVERARBEITUNG**

**WIEN V, SPENGERGASSE 20**

Schulkennzahl: 905417

DVR: 0064301

Zahl des Prüfungsprotokolls: 5/2011/5BHBMZ

Schuljahr 2010/2011

## **Reife- und Diplomprüfungszeugnis**

**Gerstl Matthias**

Familien- und Vorname(n)

geboren am 3. Dezember 1990, hat sich an der

**Höheren Lehranstalt für Betriebsmanagement  
Ausbildungszweig Technisches Prozessmanagement**

dieser Schule vor der zuständigen Prüfungskommission gemäß den Vorschriften der Verordnung des Bundesministers für Unterricht und kulturelle Angelegenheiten über die abschließenden Prüfungen in den berufsbildenden mittleren und höheren Schulen, BGBl. II Nr. 70/2000, in der geltenden Fassung, der

**Reife- und Diplomprüfung**

unterzogen und diese

**mit ausgezeichnetem Erfolg bestanden.**

Gesamtbeurteilung: mit ausgezeichnetem Erfolg bestanden, mit gutem Erfolg bestanden, bestanden, nicht bestanden.

Die Leistungen in den Prüfungsgebieten der Reife- und Diplomprüfung wurden wie folgt beurteilt:

Prüfungsgebiete	Beurteilung
Deutsch	Gut
<b>Angewandte Mathematik und Fachtheorie</b> Statistische Methoden des Qualitätsmanagements	Befriedigend
<b>Diplomarbeit</b> Instandhaltung	Sehr gut
<b>Wahlfach</b> Religion	Sehr gut
<b>Schwerpunktfach</b> Technisches Prozessmanagement	Sehr gut
<b>Komplementärfach</b> Angewandte Informatik	Sehr gut

# Republik Österreich

Wien, am 22. Juni 2011

Für die Prüfungskommission

  
MinR Mag. Gabriele Winkler-Rigler  
Vorsitzende

  
DI Walter Zlabinger  
Abteilungsleiter



  
Mag. Therese Betzler  
Jahrgangsvorständin

Beurteilungsstufen: Sehr gut, Gut, Befriedigend, Genügend, Nicht genügend