



WHY ME

I am a passion-driven eCommerce specialized Product Owner with 11 years' worth of international experience in agile environments. Professional focal points include project governance, product management, change management, digital transformation 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-1130 Vienna
 Mobile +43 676 95 888 41
 Mail hello@matthiasgerstl.com
 Web https://matthiasgerstl.com

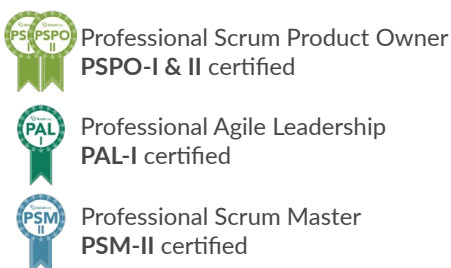
LANGUAGES

German ————— 1st Language
 English ————— Proficiency
 Python ————— Graduated

TECHSTACK

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

CERTIFICATION



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 & Healthcare Industry

- Successfully completed the two-year Leading Excellence Trainee Program, coordinating two large-scale projects in France and Belgium within a 6 month expat mission
- 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

February 2022
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 „BSc“

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

Diploma Thesis-I: „Functional transformation of yeast stem with a L-lactate dehydrogenase“

FH Campus Wien - University of Applied Sciences, Vienna

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

Jun 2011
Sep 2006

Engineers Degree Diploma „Ing.“

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

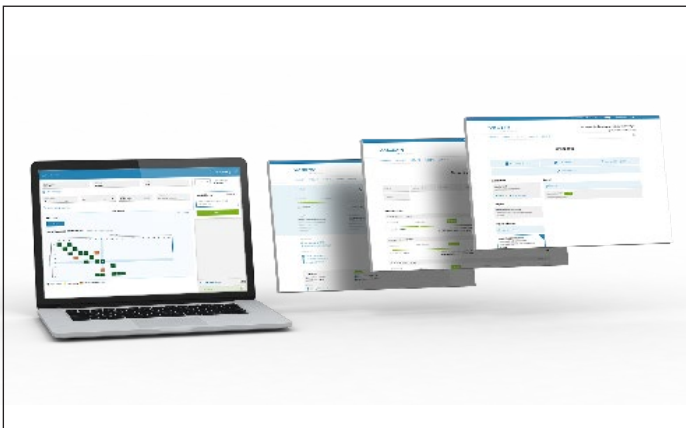
Higher Vocational School for Textile Industry & Data Processing, Vienna





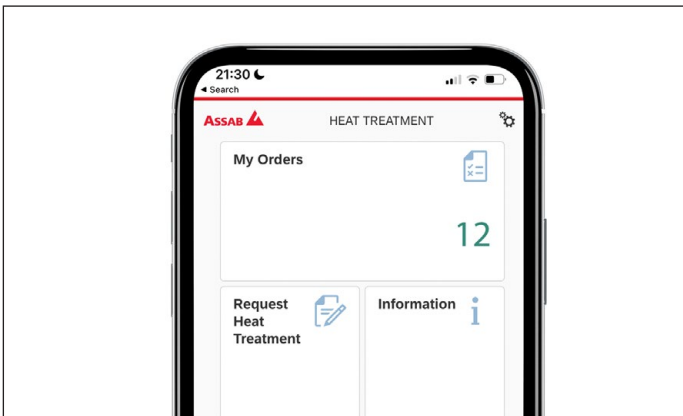
Webshop Roll-Out | ASSAB Singapore & Thailand

- » aligned, managed and led the roll-out of the ASSAB Toolsteel webshop
- » served as the Project Leader and SPOC for the Roll-Out with strong Asian focus to the local market challenges
- » setup the product catalogue based on the last 2 years sold products (=data-driven approach via Celonis)
- » Steered the full integration of the webshop to local SAP ERP instances
- » trained the local sales organization teams of Thailand and Singapore on site for the daily webshop operation
- » provided the marketing road map for webshop user adoption
- » presented & updated the project progress in the steering committees to the stakeholders (C-, MD-, President-Level)



Webshop Roll-Out | voestalpine HPM Australia

- » aligned, managed and led the roll-out of the voestalpine HPM Australia webshop
- » served as the Project Leader and SPOC for the Roll-Out with strong focus to the local market challenges
- » setup the product catalogue based on the last 2 years sold products (=data-driven approach via Celonis)
- » Steered the full integration of the webshop to local SAP ERP instances
- » trained the local sales organization teams of Australia for the daily webshop operation
- » provided the marketing road map for webshop user adoption
- » presented & updated the project progress in the steering committees to the stakeholders (C-, MD-, VC-Level)



Heat Treatment App | ASSAB Shanghai

- » deployed, managed and led the roll-out of the ASSAB Heat Treatment App
- » enabled the app download in apple app store, google play store and tencent app store
- » analyzed customer journey by using heat maps & tracking tools
- » Steered the full integration of the Heat Treatment to local SAP ERP instances
- » trained the local sales organization teams of ASSAB Shanghai for the daily app operation
- » promoted the app as a success story in the internal community meetings
- » provided the marketing road map for app user adoption



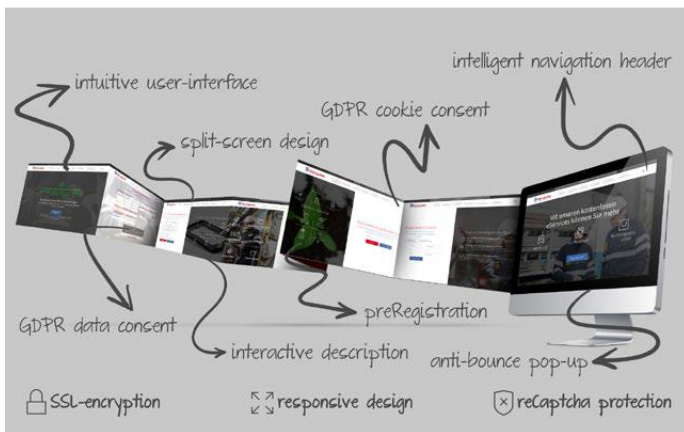
Customer Portal | voestalpine HPM CEE, US, Can & India

- » aligned, managed and led roll-out of the voestalpine HPM customer portal for Czech, Hungary, Slovakia, Poland, Canada, USA and India
- » served as the Project Leader for the Roll-Out with strong focus to the customer painpoints
- » Steered the full integration of the customer portal to local SAP ERP instances
- » trained the local sales organization teams for the daily customer portal operation
- » provided the marketing road map for customer portal user adoption
- » presented & updated the project progress in the steering committees to the stakeholders (C-, MD-, President-Level)



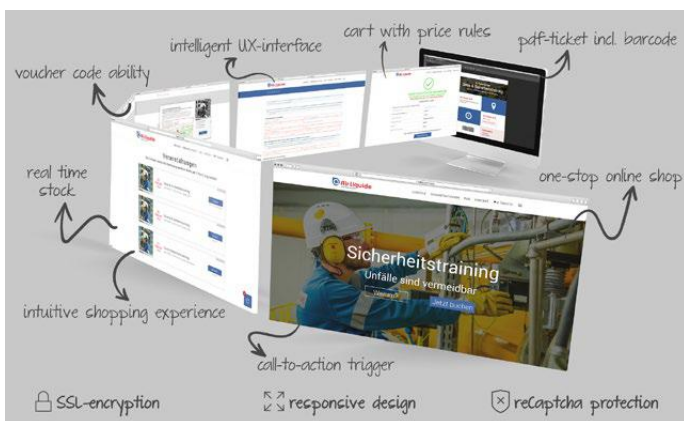
Customer Datasheet Library | Download Landing Page

- » 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



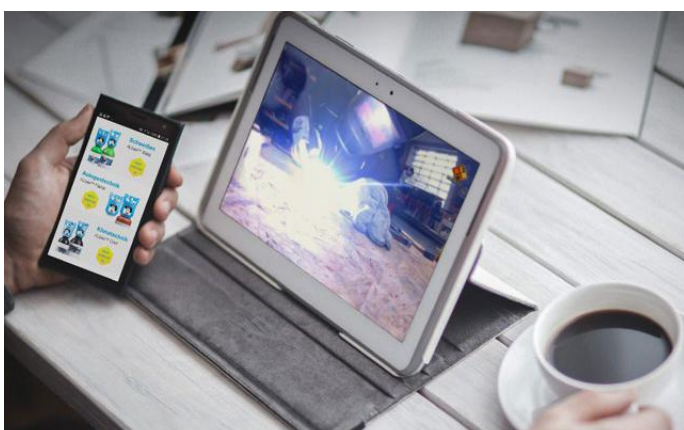
Customer Welcome Journey | Data Collection

- » 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

Recommendation

Mr. Matthias GERSTL, BSc born on 3rd December 1990, was employed as Digital Project Manager in the Sales Excellence & Competitive Intelligence department in our company from 1st April 2017 till 31st 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:

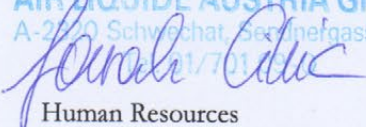
- Project management and support of projects related to online services such as eInvoice, eDeliveryNote, eClaim, customer portal and online marketing campaigns under specification of key performance indicators (KPI) and compliance with the GDPR for the DACH countries
- Design, build and sustain customer 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 31st, 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, 31st March 2019

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

Human Resources



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 SCRUM PRODUCT OWNER II

Matthias Gerstl

has demonstrated an advanced level of Professional Scrum Product Ownership knowledge. This individual understands what is required to be an effective Product Owner who maximizes value using Scrum. This individual has also demonstrated an understanding of professionalism and a commitment to improving the value of a product delivered utilizing Scrum.

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

Ken Schwaber, founder Scrum.org

October 18, 2020

Certification Date



<https://scrum.org/certificates/584085>



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.

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>

University of Applied Sciences FH Campus Wien

Diploma

The University of Applied Sciences Council awards

Matthias Gerstl

born on December 3rd, 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 23rd, 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 8th, 2016

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



FH-Prof. Dr. Barbara Bittner

SPONSIONSBESCHEID 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. Dr. 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
Angewandte Mathematik und Fachtheorie Statistische Methoden des Qualitätsmanagements	Befriedigend
Diplomarbeit Instandhaltung	Sehr gut
Wahlfach Religion	Sehr gut
Schwerpunktfach Technisches Prozessmanagement	Sehr gut
Komplementärfach 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