

# Avinash Pothumanchi

SENIOR PRODUCT OWNER | PIM & CMS EXPERT | ECOMMERCE GROWTH ARCHITECT

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## Professional Summary

Experienced **Senior Product & eCommerce Leader** with over **6 years** of success scaling **D2C platforms** across European markets. Proven ability to build and grow high-performing teams, lead complex platform migrations, and align business strategy with product delivery. I bring a pragmatic, data-driven approach to solving customer and operational challenges—working across tech, marketing, and leadership to deliver solutions that drive growth, retention, and team velocity.

## Skills and Competencies

- **Product Leadership:** Product Strategy · Vision Setting · Roadmap Ownership · Cross-Functional Team Growth · Stakeholder Influence.
- **eCommerce Platforms:** Magento 2 · Shopify · Multilingual Storefronts · Conversion-Driven UX.
- **Data & Content Systems:** Pimcore PIM · Exponea (Bloomreach) · CRM Campaign Automation · Content Workflow Design.
- **Growth & Insights:** Google Analytics · A/B Testing · Data-Led Prioritization.
- **Tools & Technologies:** Jira · Confluence · HTML/CSS · JavaScript · REST APIs.

## Leadership & Impact Highlights

- **Built and led two core digital teams:** a 10-member Shop Management group (SEO, content, operations) and a 4-person Pimcore project team (developers, QA, solution architect).
- **Unified product, marketing, and regional stakeholders** to launch localized storefronts and drive successful brand expansion.
- **Mentored squad leads and implemented agile frameworks**, elevating delivery rhythm and cross-team ownership.
- **Streamlined product content operations**, reducing rework and enabling scalable growth across multiple markets.

## Professional Experience

**Sunday Natural Products GmbH, Berlin, Germany**  
**Senior Product & Platform Owner**

**Apr 2019 – Present**

- Led the **Magento 1 to Magento 2 migration** for flagship storefronts in Germany and France, improving load speed by 30% and driving a measurable lift in conversions.
- Delivered **six localized eCommerce stores**, partnering with UX, content, and country teams to tailor user experiences and reduce time-to-market by 25%.
- Spearheaded the rollout of **Pimcore PIM**, introducing structured data processes that automated 75% of content workflows and accelerated product onboarding by 20%.
- Co-led the launch of the **Yoshien brand** (800+ SKUs), aligning cross-functional teams to support go-to-market success and contributing to 50% revenue growth in six months.

**Mondas GmbH, Freiburg, Germany**

**Junior Web Developer**

**Jul 2018 – Feb 2019**

Contributed to frontend development and API integrations for client dashboards, enhancing load times and user experience.

**Deccan Media Technologies, Hyderabad, India**

**Junior Web Developer**

**May 2011 – July 2012**

Developed basic frontend components and deployed CMS-driven websites, laying the foundation for future web and product work.

## Education

**M.Sc. Information Technology**

TH OWL, Lippe, Lemgo, Germany

**Feb 2017**

**B.Tech. Electronics & Communication Engineering**

Jawaharlal Nehru Technological University, Hyderabad, India

**Mar 2011**

## Languages

**English** — Fluent.

**German** — Intermediate (B1 progressing to B2).

**Hindi** — Fluent.

**Telugu** — Native Speaker.