

# Raik Lasner



## Lebenslauf

### Über mich

As an experienced Teamlead and Product Owner with a focus on eCommerce and web applications, I bring strategic thinking, a strong sense of responsibility, and the ability to understand contexts and develop creative solutions. I thrive on connecting people from different areas to collaboratively create innovative technical solutions. During my time at ideal, I successfully tripled the revenue and profit of my product. My unique strength lies in my ability to anticipate future challenges and adapt to the needs of others – a key factor for achieving sustainable success.

### Persönliche Infos

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📅 30.04.1984 in Wismar

### Fähigkeiten

Analytical skills  
Communication  
Agile Softwareentwicklung  
Product Management  
User-Story  
Moderation von Workshops

### Erfahrung

#### idealo internet GmbH

06.2023 - Heute

Teamlead | Product Owner

- People Management (4 Senior Developers)
- Annual budgeting
- Quarterly reviews
- Salary negotiations
- Coaching
- Hiring

#### idealo internet GmbH

06.2018 - Heute

Senior Product Owner

- Product responsibility for the idealo whitelabels, a price comparison platform with 50 million users per annum
- Domains: auspreiser.de, auspreiser.at, prix.net, purefashion.de, kfzteile.net, comparar.net, prezzo.org, pricehunter.co.uk
- Automation of the AI-supported creation of various editorial content
- Integration of AI-supported applications into the system landscape (recommendation, linking)
- Continuous improving UX with qualitative and quantitative testing (design, content, structure, search, searchfilter)
- Continuous SEO Optimisation (internal & external linking, sitemap optimisation, pagespeed, indexation rules)
- Continuous margin optimisation (sorting, inventory optimization)
- Integration various marketing channels (Google CSS, AdSense, GDN, Facebook)
- Implementation of various regulations (GDPR, DSA, omnibus etc.)
- Migration of the system landscape to cloud platforms (AWS)

#### reBuy reCommerce GmbH

01.2017 - 05.2018

Product Manager Returns and Customer Care

- Various projects to reduce "Customer Contact Rate" in Customer Care
- Introducing a selfservice tools for the customer on the reBuy domains
- Developing a return portal on the reBuy-domains
- Developing software-supported returns process in logistic

IT-Projektmanagement  
A/B-Testing  
Web-Entwicklung  
SEO  
Perfo  
Performance Marketing  
UX  
Conflue  
Atlassian Confluence  
MS Office  
ChatGPT  
Miro (Kollaborationsplattform)  
Google Analytics  
Tableau Software

## **reBuy reCommerce GmbH**

**01.2014 - 12.2016**

Product Manager Logistic

- Integration and automation international of various marketplaces (amazon, ebay, GROUPON)
- Joint venture with infoscore GmbH (debt reduction)
- Implementing a fulfillment solution by Arvato SCM & Logistics
- Developing a customized keyboard device for the goods receiving departments
- Automation of the product photography process
- Developing a software for assembling picked items to orders
- Developing a Content Management System for managing and pricing the grading
- Developing a grading software for the goods receiving departments

## **reBuy reCommerce GmbH**

**07.2012 - 12.2013**

Senior Category Manager

- Key User eSales and Category Management
- Project responsible for introducing new categories to reBuy Trade-in portfolio (tablets, camereas)
- Optimisation of the grading and pricing
- Mentoring the Junior Category Manager

## **reBuy reCommerce GmbH**

**08.2010 - 06.2012**

Category Manager

- Pricing of gaming categories
- Monitoring and controlling inventory
- Monitoring competitors

## **Agentur für Arbeit Hamburg**

**08.2008 - 10.2008**

Internship, Career and academic advisory services

## **Petra Pink Personalleasing GmbH**

**08.2006 - 10.2006**

Internship, Human Resources

## **Heimverbund Wismar**

**01.2004 - 12.2004**

Zivildienst

# Ausbildung

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## **VHS Berlin**

**02.2025 - 02.2025**

Python Bootcamp

## **AKAD University**

**01.2015 - 12.2016**

(without degree)

IT and Software Development

## **Universität Rostock**

**10.2005 - 10.2010**

Bachelor of Arts

Economics

## **Fachgymnasium Wismar**

**09.2000 - 07.2003**

Abitur (A-levels, High school diploma)

Fachbereich Wirtschaft