

# Raik Lasner

CV



## About me

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 idealo, 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.

## Personal details

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## Skills

Analytical skills  
Communication  
Agile Softwareentwicklung  
Product Management  
User-Story

## Professional experience

### idealo internet GmbH

06/2023 - Present

Teamlead | Product Owner

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

### idealo internet GmbH

06/2018 - Present

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 features into the system landscape (recommendation, linking)
- Continuous improving UX with qualitative and quantitative testing (design, content, structure, search, filter)
- Continuous SEO Optimisation (linking, sitemap, pagespeed, indexation, content)
- 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

Moderation von Workshops  
IT-Projektmanagement  
A/B-Testing  
Web-Entwicklung  
SEO  
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

# Educational background

## **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