

# Dr. Raza Habib



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Sex Male | Year of Birth 1985 | Nationality German

## WORK EXPERIENCE

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Ongoing

### Project Manager QM Software & Production Applications

FEIG Electronic GmbH, Weilburg, Germany

- Led the conception, design, and development of CAQ -- a quality assurance project including task management, defect & failure analysis software, and various utility tools such as the digital QM shop floorboard, ESD Shop, and QMDash -- ensuring adherence to project management best practices.
- Collaborated with internal and external (Finland) stakeholders to develop prototypes for substance regulation mapping, integrating stakeholder requirements and compliance standards, aligning with ECHA's guidelines, and ensuring adherence to REACH regulations for Dossier submission.
- Data-driven decision-making & comprehensive reports generation from diverse data sources. Further development & optimization of in-house developed ERP system and production SQL databases

April 2022 - January 2023

### Senior Product Manager and Lead Product Owner

HYPE Softwaretechnik GmbH, Bonn , Germany

- Led a cross-functional team in developing enterprise-level innovation management software, driving product strategy, AI integration, and user-centric discovery.
- Introduced unsupervised ML clustering and partnered with an ML engineer to automate cluster labeling using NLP techniques, enabling faster insight delivery across 7 data domains.
- Grew strategy product ARR by 412% through AI-driven discovery, market alignment, and content engagement.

November 2021 – March 2022

### Senior Technical Cloud Project Manager

1&1 IONOS SE - Cloud Technology, Stuttgart, Germany

- Managed multiple projects prioritizing customer value, optimizing processes, and eliminating inefficiencies.
- Coordinated internal departments, product management, customer support, and external partners using strong organizational and negotiation skills.
- Provided biweekly global project reports to the Vice President of IONOS-Cloud Technology and other stakeholders, overseeing economic, organizational, and technical aspects from planning to implementation.

September 2019 – January 2021

### Head of Product Management & E-Commerce

AURELIUS / Digatus / MEZ GmbH, Herbolzheim, Germany

- Promoted from Senior E-commerce Product Manager to Head of Product Management & E-commerce, achieving a 30% revenue increase through digitization strategy implementation.
- Restructured processes to enhance team morale and performance and streamlined B2C E-commerce landscape while revamping B2B architecture.
- Managed resource planning, talent mix, and relationships with external agencies and solution providers; controlled Ecommerce infrastructure budget

June 2019 – August 2019

### Senior Software Experience Designer

Cellofoam GmbH & Co. KG, Biberach an der Riß, Germany

- Reported directly to CEO and Director of IT, overseeing production process optimization.
- Developed PHP application for PDAs to replace traditional pistol scanners across company locations.
- Enhanced coverage and efficiency by utilizing Wi-Fi instead of limited in-warehouse base stations

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September 2017 – March 2019

## Product Manager

G DATA CyberDefence AG, Bochum, Germany

- Held end-to-end product responsibility for all product lines at the world's oldest security software company, leading UX design tasks and research areas, and shaping the product roadmap for B2B and B2C (web and mobile) products.
- Conducted competitive advantage analysis, implemented A/B-tests and usability tests, designed Mac OS software & iOS apps based on Apple's Human Interface Guidelines, and Android apps based on Google's Material Design.
- Established Corporate Identity document and Style framework guide, coordinated cross-functional teams including developers, UI designers, marketing, and QA, and produced design sketches, wireframes, prototypes, workflows, customer journeys, and personas.

August 2015 – July 2017

## Software Developer

Cetecom GmbH, Essen, Germany

- Developed a C# tool to generate machine-readable metadata format (TestResultHeader.xml) for Spirent Communications.
- Developed a C# plugin to interface with Rohde & Schwarz Test hardware System.
- Utilized ColdFusion 11 & JavaScript to enhance TOM software application

Feb 2015 – July 2015

## Software Developer

Dymatrix Consulting Group GmbH, Stuttgart, Germany

- Spearheaded an in-house project for Campaign Management Automation, encompassing multi-channel functionality.
- Implemented integration with various Email Provider APIs and developed web services.
- Conducted unit, release, and load testing for DynaCampaign

## EDUCATION

Nov 2009 – Sept 2012

### Ph.D. in Human Computer Interaction (Teesside University, North Yorkshire, UK)

*Focus: HCI, Information Architecture, Web Analytics, Cognitive modelling, and Databases [Thesis](#)*

- Developed automated tools to analyze and restructure the information architecture.
- Applied Latent Semantic Analysis (LSA) and extended CoLiDeS cognitive models to simulate and improve user navigation behaviour.
- Created the "Website Analyser" tool: an AI-based usability evaluation platform integrating semantic models and automated simulations.
- Validated model predictions via user experiments measuring spatial cognition and performance

Aug 2006 – Feb 2009

### M.Sc. – Computer Science (Lund University, Skåne, Sweden)

*Major: Algorithms and Databases, [Thesis](#)*

Aug 2007 – Oct 2008

### M.Sc. – Information Systems (Lund University, Skane, Sweden)

*Major: HCI analysis and design, [Thesis](#)*

Aug 2008 – Oct 2009

### MBA. – Entrepreneurship (Lund University, Skane, Sweden)

*Areas: Business Plan Development, Marketing Research and Decision Making, New Venture Feasibility and Business development*

Aug 2002 – Jun 2006

### Bachelors – Information Technology (SEECs - NUST)

*Major: Computing Algorithms, Software engineering, Computer Networks and Data Comm.*

## PERSONAL SKILLS

### Languages

Urdu, English, German (telc B1)

### Skills

Product Management, Roadmaps, Strategy, Agile/Scrum Methodology, UX Design, Usability Testing, Data Analysis, KPI Tracking, SaaS Solutions, Digital Transformation, Cross-functional Team Leadership, Customer Journey Mapping, Feedback Management, LinkedIn Top Voice on Usability Testing, Management Consultant, Digital Innovation Leader, Senior Technical Product Manager, Machine Learning (Unsupervised Learning, Clustering), Natural Language Processing (NLP, LSA), Cognitive Modeling & Simulation, Semantic Similarity Analysis, Statistical Modeling

### Summary

Senior Technical Product Manager and Management Consultant with over 10 years of experience specializing in lean management strategies for digital transformation, product roadmaps, SaaS implementation, and usability testing. Proven success advising C-level executives, leading cross-functional teams, and driving business growth through innovative product strategies and customer-centric development. Experienced in both B2B and B2C environments.

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## CERTIFICATIONS

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- Generative AI Career Essentials, June 2024
- Product Management Professional Certificate, Dec 2023
- AWS Technology Architecting, Apr 2023
- UX Research Journey Mapping, Feb 2022
- ITIL v4 Certification, Jan 2022