Dr. Raza Habib

📍 Bornheim, Germany

📞 +49 15737825269

✉ raza.peterson@yahoo.com

🌐 LinkedIn: https://www.linkedin.com/in/raza-habib/

Sex Male | Year of Birth 1985 | Nationality German

WORK EXPERIENCE

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 cross-functional team to develop enterprise-level innovation management software, directing product strategy, growth initiatives, and user-centric discovery.
- Managed vision building, market analysis, and go-to-market strategies, overseeing seven data domains and implementing visualization tools.
- Achieved a 412% increase in strategy product sales ARR, coordinated with sales teams for customer growth and upsell opportunities, and enhanced MQL through content marketing, resulting in a 10% increase in blog visits.

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.

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

2009 - 2012	Ph.D., Human-Computer Interaction, Teesside University, United Kingdom
2006 - 2009	M.Sc., Computer Science, Lund University, Sweden
2002 - 2006	Bachelor's in Information Technology, NUST, Pakistan

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
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.

Certifications

- 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