

# REHAN SALEEM

Senior Product Manager, Certified Project Manager (GPM/IMA Level-D)



[rehan.saleem7@gmail.com](mailto:rehan.saleem7@gmail.com)



0049-176-64702491



Taubenstrasse 46E,



47443, Moers

## Curriculum Vitae

### Personal Information

Date of Birth: 15. October 1983  
Nationality: German  
Marital Status: Married

### Work Experience

09/2018 – today

**METRO Digital** (<https://metro.digital/>)

#### PRODUCT MANAGER for E-commerce website

##### - "NextCMS" solution

- Responsible for development of country's **B2B** e-commerce Metro/Makro websites (23) in an Agile environment (Scrum)
  - metro.de, makro.es, metro.fr
- Providing countries Content Management system (Sitecore) to manage websites
- Hosting of websites with Sitecore managed cloud (Azure - DevOps)
- Providing **APIs** and **Web components** to other solutions of Metro to create a Seamless user journey for Metro customers
- Defining product **Vision** and **Strategy** in close collaboration with team & business stakeholders
- Defining **OKRs** with Outcome focus rather than output and creating impact for organisation
- Stakeholders management by communicating effectively with clear **Roadmaps**
- Defining clear goals for the product and measuring it with **KPIs** (Google Analytics and Data Studio)
- Product **Discovery** via Design thinking workshops and User feedback Days with UX/UI team
- Connecting different Solutions/Products to increase Online & Offline **sales** (ROPO)
- Leading the **leadership** journey in Metro digital and providing the Leadership workshops to improve leadership in organization
- Being **Mentor** to other product managers to help them grow in new role
- Conducting interviews for engineers and product managers
- Technologies: Sitecore CMS, .net, REST API, HTML5, CSS3, Google Analytics, Data Studio, Azure

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## Achievements at Metro Digital

- Successful launch on **METRO X** project in 23 Metro countries including Germany, Spain and France.
- Improving the **KPIs** of SEO, Conversion (Online & offline Sales) and Customer Registration
- Introducing the concept and technology (Component as a Service/**Web components**) to resolve long standing Seamless integration topic among different Metro Solutions/Products
- **Mentoring** Product managers to grow in their role

04/2011 – 08/2018

## CEWE Stiftung & Co. KGaA, Oldenburg

### PROJECT MANAGER for Mobile App

- **“CEWE MYTRAVEL”, Mobile App**
  - Introducing and successfully selling the idea to board to build ‘CEWE MYTRAVEL’ app
  - Defining project goals and planning the project with GPM techniques and Agile development
  - Stakeholder management and Risk analysis
  - Managing and Controlling the mobile app development process via SCRUM (Agile Development)
  - Creating release plan with the help of Work Breakdown Structure and Resource - Cost planning

### PRODUCT OWNER for E-commerce website

- **“Phoenix”, Content Management System**
  - Responsible for the development of in-house Web Content Management System
  - Providing CMS for B2C country websites of CEWE
  - Managing Product Backlog and prioritizing User Stories in JIRA
  - Creating User Stories with the help of grooming with Dev Team
  - Defining product vision and communicating between Dev Team and Stakeholders
  - Technologies: PHP 7, Symfony3, REST, API, AngularJS, React, HTML5, CSS3, Docker

### WEB DEVELOPER for Websites

- Development of Web Applications in PHP, Symfony3, Zend, Doctrine, Angular JS, React, HTML5, CSS3, GIT, Docker, OpenText (RedDot) CMS

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## Achievements at CEWE

- As product owner successful development for "Phoenix", an in-house CMS (Content Management System)
- Release of country websites based on in-house built CMS
- Successful launch and management of "CEWE MYTRAVEL" app in Google Play Store as Project manager
- Development of Online Photoshop and Ordering System (URL given below) for main client in Netherlands ,Albert Heijn':  
<http://www.ah.nl/fotoservice/>  
Implementation of Cewe Photobook sites (URL given below) for entire Europe:  
<http://www.cewe-fotobuch.de/>, <http://www.cewe-fotoboek.nl/>

## University

09/2007 – 06/2010

### Masters in Information Systems

Lund University School of Economics and Management, Sweden

Master's Thesis: "Cloud Computing's Effects on Enterprises"... in term of cost and security

08/2001 – 08/2005

### Bachelors of Science in Computer Science

University of the Punjab, Lahore, Pakistan

## Certifications

2020

**Sitecore Award Web Experience Management**

2019

**Charisma Booster I (2019, Florian Mueck)**

2018

**Certified SCRUM Product Owner**

Scrum Alliance

2017

**Certified GPM (IPMA Level-D)**

GPM Deutsche Gesellschaft für Projektmanagement  
(<https://www.gpm-ipma.de/>)

2015

**SCRUM Master**

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## Computer Skills/ Expertise

Product Management	Product leadership, Product development (discovery & delivery), OKRs, Stakeholder management, Data analysis, Mentoring & Coaching, Public Speaking
Programming / Languages	- PHP (Symfony3, Zend), HTML5, CSS3 (SaaS) JavaScript, Angular JS, REACT, C#
Tools	- MS Project, JIRA, Confluence, PHPStorm, GIT, Docker, Workpath
Content Management System	- Sitecore, OpenText (RedDot), Typo3 light

## Languages and Additional Activities

Languages	- English (Very Good. IELTS: 7.5) - German (Good - B2)
Conference Speaker	- Product Management Strategy 4.0 - Why Metro is Adapting OKR Culture <a href="https://prom40.com/?page_id=2700/#c">https://prom40.com/?page_id=2700/#c</a>  - Sitecore Symposium (Chicago, USA) - How to (not) ruin a B2B Organization <a href="https://sym.sitecore.com/reg/flow/sitecore/symposium2022/sessioncatalog2022/page/2022sessioncatalog/session/1652163773212001LHmQ">https://sym.sitecore.com/reg/flow/sitecore/symposium2022/sessioncatalog2022/page/2022sessioncatalog/session/1652163773212001LHmQ</a>