

CURRICULUM VITAE

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PROFILE

Digital Transformation leader with 15+ years of experience driving AI adoption and automation in enterprise settings. Currently **leading the AI@OPEA Initiative**, creating Generative AI Personas, **delivering hands-on upskilling**, and partnering with IT/OT to improve AI solutions and integration with core applications. **Inventor of an AI Persona Framework** adopted across multiple business functions. **Proven ability to translate business challenges into AI solution concepts**, guide end-to-end delivery, and measure impact.

Currently pursuing a **Post Graduate Program in Artificial Intelligence & Machine Learning** with The University of Texas at Austin (May 2025 – Feb 2026), gaining expertise in Machine Learning, Deep Learning, Generative AI, NLP, Computer Vision, and Model Deployment.



CORE COMPETENCIES

- **AI Enablement** (interactive workshops, prompt engineering, persona design)
- **Prompt Engineering and Persona Design** (LLM-powered Personas, RAG)
- **Business-led Delivery & Rapid Iteration** (4-week Persona implementations)
- **Digital Transformation & Agile Project Management** (Scrum, Design Thinking, Lean Startup)
- **Workshop Facilitation & Problem-Solving Leadership**



PROFESSIONAL EXPERIENCE

Senior Digital Transformation Manager

RWE Renewables Europe & Australia GmbH, Essen | October 2023 - Present

- Lead the **AI@OPEA Initiative** based on a 3-pillar approach: (1) AI Upskilling, (2) Business Impact, (3) Next-Level AI.
- Invented and implemented an **AI Persona Framework**, enabling structured design, build-measure-learn cycles, and scalability across teams; now applied in most Personas.
- Delivered **20+ AI workshops** since Mar 2025, upskilling **~350 colleagues** (92% satisfaction) across most OPEA functions and management levels.
- Facilitated ideation of **36 Persona use cases**; implemented **15 with tracked efficiency gains** (target $\geq 15\%$).
- Built a growing **Persona repository** and supported owners in **delivering Personas** within a few weeks; tracked performance to validate sustained impact.

- **Co-led a 3-day Proof-of-Concept (POC)** with IT/OT and Offshore: tested Model Context Protocol (**MCP**) to connect DD to RES apps (e.g., SharePoint, COSMOS, SAP) and explored AI Agents + **n8n for workflow automation**.
- **Mentoring** a graduate during internal rotation in Business Transformation; coaching on AI technologies, methodologies, and frameworks. Successfully enabled him to develop AI Personas independently, co-facilitate workshops, and contribute to business-led AI projects.
- Experimenting with vibe coding and AI-assisted development tools such as GitHub Copilot, OpenAI Codex, and Claude Code to accelerate prototyping.

Senior Digital Expert

RWE Renewables GmbH, Essen | August 2019 - September 2023

- Led digital initiatives delivering high-value MVPs using Lean Startup, Design Thinking, and Scrum.
- Founded and led the “Process Optimization Factory” (POF) to automate repetitive processes (e.g., Azure Document Intelligence for PDF data extraction).
- Developed an Agile Innovation Framework for scouting and evaluating digital opportunities; provided agile coaching across business teams.

Senior Manager Mobile Solutions

GS1 Germany GmbH, Cologne | August 2013 - October 2017

- Provided strategy consulting in Digital & Mobile Commerce (coupons, location-based marketing, smart packaging, conversational commerce, AR).
- Led mobile commerce projects in FMCG and retail; conducted market analysis and developed project concepts.

International Project Manager

Venista Ventures GmbH & Co. KG, Cologne | June 2010 - July 2013

- Managed international roll-outs of mobile services/apps (Agile project management).
- Drove product management improvements across app portfolio; evaluated business models and competitive landscape.



EDUCATION

Post Graduate Program in Artificial Intelligence & Machine Learning (Business Applications) — The University of Texas at Austin (May 2025 – Feb 2026)

Curriculum includes: Python Foundations, Machine Learning, Advanced ML (Ensemble, Hyperparameter Tuning), Neural Networks, Computer Vision (CNNs), NLP with Generative AI (Transformers, RAG, Prompt Engineering), Multimodal GenAI, Model Deployment, MLOps (CI/CD, monitoring, retraining), Recommendation Systems. Hands-on learning with **7 projects & 40+ case studies**; mentored by industry experts from Microsoft, SAP, IBM, Apple.

M.A., Marketing Management — European University of Applied Sciences (EUFH), Cologne (2015–2017)

B.Sc., International Business — Pforzheim University of Applied Sciences;
Double Degree with ESCE Paris (2006–2010)



SKILLS

Certifications

- Professional SCRUM Master (PSM I)
- Professional Agile Leadership (PAL I)
- Certified Agile Coach
- Project Management DIN 69901; ISO 21500

Languages

- English: Business fluent (C1)
- French: Business fluent (C1)
- German: Native

Technical Expertise

Core AI & ML Expertise

- Generative AI (LLMs), Prompt Engineering, Persona/Agent Design
- Retrieval-Augmented Generation (RAG) Use Cases (Expert)
- MLOps (CI/CD, Monitoring, Retraining)

AI Tools & Coding

- ChatGPT, MS Copilot, Claude, Gemini, NotebookLM (Expert)
- Vibe Coding Tools: GitHub Copilot, OpenAI Codex, Claude Code
- Microsoft Copilot Studio for Agent Design (Expert)

Cloud Platforms

- Microsoft Azure (OpenAI, Foundry) (Intermediate)
- Actively upskilling in AWS AI Services (Bedrock, SageMaker)

Automation & Workflow

- No-code / Low-code AI Automation Tools: n8n, Make
- Microsoft Power Apps; Power Automate (Intermediate)
- RPA: Blueprism (Basic)

Collaboration & Design

- Mural, Miro (Expert)
- Figma (Basic)

Project & Productivity Tools

- Azure DevOps, Airtable, Confluence (Advanced)
- MS Office Suite & MS Teams (Advanced)

Essen, 27 November 2025