

## Anders Weijnitz



### PERSONAL DETAILS

Full name: Lars Anders Weijnitz

Nationality: Swedish  
(born 1971 in Visby, Gotland, Sweden)

Marital status: Married

Address: Geigenbergerstr. 33, 814 77 MÜNCHEN

Mobil: 0151-68134575 (mob)

E-Mail: [anders.weijnitz@gmail.com](mailto:anders.weijnitz@gmail.com) (*Preferred contact*)

Web: [andersw.info](http://andersw.info)

### PROFILE

*Swedish technologist, living in Germany and working internationally, looking to make life better for people and businesses using technology.*

I have spent my professional career building systems for web and mobile. Lately as Product Manager for a Web CMS for news media with about \$10M yearly revenue, but before and after that also as team lead and developer. I enjoy the possibility of mixing roles and I firmly believe that technology drives new business, just as new business drives technology.

For my next job, I am looking for a position of responsibility where I can leverage my expertise, develop as a leader or coach, but also explore and learn in new fields. It could be in roles such as project manager, team lead, architect, product manager or similar.

### SKILL BASE

- Expertise in product management and product development
- Expertise in digital content management and enterprise-scale web development
- Expertise in the fields of online and social media, broadcasting and the news publishing industry
- Experienced in leading people and organising development work onshore and offshore
- Experienced in Scrum and agile development principles and practices
- Experienced in international sales and management level meetings
- Strong English writing and presentation skills
- *Tech*: Experienced in Java/JEE and modern web development and Internet technologies  
*Examples*: Java, JavaScript, Node.js, HTML5/CSS3, Responsive Design, Cloud Services/SaaS, Git and SVN
- *Office IT*: MS Word, Excel, PowerPoint, Mac OSX, MS Windows and basic Unix/Linux admin

## PROFESSIONAL CAREER

### MANAGER PRODUCT GROWTH AND MARKETING, ATEX

September 2014 – Present

Responsible for introducing the Atex Web CMS into new markets and working with R&D to innovate in new product areas. Currently working together with a customer as Project Manager/Product Owner to develop an new Atex Content Recommendation service and looking at Split Testing for Content Management. Note: More hands-on role than the job title suggests.

*Responsibilities:* Project Management, Technical Sales, Key Account (developer level)

*Keywords:* Web CMS, Cloud Services, Prototyping (Java/Javascript) and Product Evangelism

### DEVELOPMENT MANAGER, JACADA

November. 2013 – August 2014

On-site Development Manager for Jacada Professional Services in München. Worked on the implementation and extension of the Jacada Plattform at Kabel Deutschland. Jacada provides workflow optimisation and automation solutions for call center support agents.

*Responsibilities:* Teamlead and developer in two multi-year projects

*Keywords:* Java/JEE, Javascript, Sencha ExtJS, Spring and Webservices. Enterprise integration and the waterfall project methodology

### VP OF PRODUCT MANAGEMENT, WEB CMS AT ATEX

February 2011 – October. 2014

Managing Web and Tablet Publishing products. Focus on vision, roadmap delivery and key customer relationships. Synthesising market and technology trends, customer requirements and the vision for the product into a roadmap and development plan. Working with five development teams on three continents (25 people across Sweden, Malaysia and India).

*Responsibilities:* Product Management, Product Lifecycle Management, Scrum Product Ownership, Working with partners and analysts (Gartner), Sales and Evangelism

*Keywords:* Web CMS, Content Management, Agile Development, On- and offshore development, product mindset

### GLOBAL PRODUCT MANAGER, WEB CONTENT MANAGEMENT AT ATEX

June 2009 – February 2011

Responsible for all online publishing solutions in Atex, as part of the global product management group. Focus on coordination of roadmaps, product planning, and supporting Sales and Marketing at an international level. Atex has development centers on all continents except for South America.

*Responsibilities:* Product Management, Scrum Product Ownership, Innovation

*Keywords:* Web CMS, Content Management, Agile Development, Enterprise integration

#### PRODUCT MANAGER WEB CMS AT ATEX

April 2008 – June 2009

Primary focus on providing a seamless multi-channel editorial workflow for journalists and editors using the Atex print publishing products. Integration-heavy. The position was very much an extension of the previous role; Same responsibilities, but with a more pronounced international focus, both in terms of sales support as well as regarding coordination of development efforts.

#### PRODUCT MANAGER AT POLOPOLY AB

November 2007 – April 2008

As (technical) Product Manager, my main responsibility was the mid- to long-term product roadmap. I worked close to the development teams in a very technical role. Another important part of the work was the gathering of requirements and combining them to form a development plan. In this work I coordinated with the CTO, Product Development Manager and Sales and Marketing.

Meeting customers and supporting sales were integral parts of the role.

#### PRODUCT DEVELOPMENT MANAGER AT POLOPOLY AB

May 2003 – November 2007

Manager for the product development team. Planned the day-to-day development activities and managed the team. I also did developer interviews for new recruitment as well as appraisals and salary negotiations.

The position also included technical pre-sales and technical sales and marketing support.

#### JAVA CONSULTANT AND DEVELOPER AT POLOPOLY AB

March 2000 – May 2003

During this period, I worked as Java developer at Polopoly, with a special responsibility for the editorial web GUI. I also doubled as consultant and designed the early training material and held developer training.

#### JAVA CONSULTANT AND DEVELOPER AT FUTURNITURE

September 1998 – February 2000

Java web development for a number of clients. Mostly short projects (1 – 3 months). The position covered a broad spectrum of web projects, from WCMS enhancements for clients to the design and implementation of a Java Applet for three-dimensional navigation of hierarchical hyperlinked taxonomies.

#### JAVA DEVELOPER AT SPECTRAL

June 1997 – December 1997

Development of a Web CMS product targeted at medium sized businesses. My responsibility was to design and implement the authorization system; the part of the software that governs user access to resources in the system, typically group and user permissions to create and edit content.

#### JAVA DEVELOPER AT NETENTERTAINMENT

June 1996 – December 1996

At the time of my employment, Net Entertainment was a startup. My job, together with a colleague, was to create a proof-of-concept for an online casino product, including an SDK for adding new games (Slots, Poker, Black Jack, etc.). Two months were spent on-location in the Caribbean on the islands of St. Kitts and Nevis, working with local developers of a partner company, CaribFX.

### EDUCATION

#### MASTER DEGREE IN COMPUTER SCIENCE, KTH ROYAL INSTITUTE OF TECHNOLOGY

1993 - 2002

Exam includes degree in human-computer interaction and network programming.

#### GERMAN COURSE, LEVEL C1, GOETHE INSTITUT, MUNICH

June, 2012

Four week intensive language training.

#### BEGINNING MANAGEMENT [OWN TRANSLATION], COURSE AT MGRUPPEN,

2002

An introductory course that teaches basic management skills. Focused on the Situational Leadership II Model (Hersey-Blanchard Situational Leadership Theory).

#### MILITARY CONSCRIPTION AS TEAM LEADER, A7, VISBY, SWEDEN

1991-1992

Received military leadership training as team leader in one of the Swedish artillery battalions.

#### HIGH SCHOOL, SÄVE GYMNASIUM, VISBY, SWEDEN

1988-1991

High school

## LANGUAGES

*Swedish* – Native language, *English* – Fluent, *German* – Conversational level.

## INTERESTS AND PHYSICAL RECREATION

Internet technologies and trends, programming, playing guitar, running.

## PROJECTS (HIGHLIGHTS)

### DEVELOPMENT OF CONTENT TARGETING/PERSONALISATION SERVICE

*Cloud based content targeting service that analyses website visitor behaviour and recommends relevant content based on the inferred interest profile.*

*Industry:* Online Media

*Period:* Oct. 2014 - <ongoing>

*Role:* Project Manager/Product Owner

*Duties:*

- Project planning/Backlog grooming
- Product Owner, facing customer
- Leading the development of the backend components (R&D Team in Stockholm)
- Coordination with the customer in Canada and with the Frontend Project Manager

### CALL CENTER AUTOMATION IMPLEMENTATION

*Enterprise portal software to surface customer information to support agents in call centers.*

*Industry:* Telecom/Call Center

*Period:* Feb. 2014 - Aug. 2014

*Role:* Development Manager (part of Professional Services)

*Duties:*

- Java/JEE development, JAX-WS Web Services, Spring, ExtJS, Jacada Integration and Automation (JIA)
- Team lead for the project development (Jacada part)
- Project coordination with the customer's Project Manager

#### CONCEPTION AND DEVELOPMENT OF A PAYWALL MODULE

*Module to handle hard and soft paywalls in a web content management system for news websites. Focus on ease-of-use and editorial flexibility.*

*Industry:* Web Content Management for news media

*Period:* Aug. 2012 - July 2013

*Role:* VP Product Management, WebCMS/Product Owner

*Duties:*

- Define concept and set goals and targets
- Solicit customer feedback before and during the development
- Leading the development internally as Product Owner
- Draft marketing materials and press release (Example: [Paywall Press Release](#))
- Internal sales training and product promotion through webinars

#### CONCEPTION AND DEVELOPMENT OF A TABLET PUBLISHING MODULE

*Tablet publishing module focused on editorial efficiency for news publishers. Based on the existing Web CMS and a hybrid HTML5+native app.*

*Industry:* Web Content Management for news media

*Period:* Dec. 2010 - Mai 2011 and then follow-up releases in 2012

*Role:* VP Product Management, WebCMS/Product Owner

*Duties:*

- Define concept and set goals and targets
- Solicit customer feedback before and during the development
- Leading the development internally as Product Owner
- Draft marketing materials and press release (Example: [Atex Tablet/InDesign Integration](#))
- Internal sales training and product promotion through webinars

#### BUILDING A SCRUM DEVELOPMENT ORGANISATION

*Internal process change project to switch R&D organisation over to agile development with Scrum.*

*Industry:* Software development

*Period:* 2008 - 2010

*Role:* Product Manager/Product Owner

*Duties:*

- Driving the process from the product management perspective  
Collaboration with Product Development Manager and the development teams.
- Bootstrapping first product backlog
- Switch from traditional product management to Product Owner/backlog-based model

## CONCEPTION AND DEVELOPMENT OF A METADATA AND TEXT-MINING MODULE

*Module to handle customer-defined ontologies, content metadata classification and dynamic listings based on tags and taxonomy.*

Industry: Web Content Management for news media

Period: Jan. 2009 - Aug. 2009

Role: Product Manager/Product Owner

Duties:

- Define concept and set goals and targets
- Solicit customer feedback before and during the development
- Leading the development internally as Product Owner
- Draft marketing materials and press release (Example: [Metadata, Text Mining Integration](#))
- Internal sales training and product promotion through webinars

## ARCHITECTING AND DEVELOPING A WEB UI FRAMEWORK

Industry: (Enterprise) Web Content Management

Period: 2003 - 2005 (Polopoly v9.0 und v9.1)

Role: Product Development Manager

Duties:

- Define concepts and architecture of the framework based on requirements
- Leading the development team, planning and follow-up
- Java development, JavaScript, HTML/CSS



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KUNGLIGA TEKNISKA HÖGSKOLAN  
Royal Institute of Technology  
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EX OFFICIO



08 790 7009  
examen@kth.se

# Kungl Tekniska Högskolan

*Royal Institute of Technology*

I överensstämmelse med regeringens högskoleförordning  
har detta bevis över avlagd

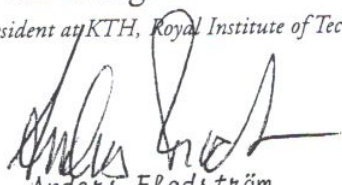
## Civilingenjörsexamen

*In accordance with the Decree on Education at Faculties of Technology  
by the Swedish Government this Certificate for the degree  
Master of Science in Engineering*

utfärdats för  
*has been issued to*

ANDERS WEIJNITZ

av Rektor vid Kungl Tekniska Högskolan  
*by the President at KTH, Royal Institute of Technology*



Anders Flodström  
Rektor  
*President*

Examensbeviset utfärdat  
*The Examination Certificate issued on*

4 april 2002





# TEILNAHMEBESTÄTIGUNG

Herr

Weijnitz, Anders

Name, Vorname

26.12.1971

geboren am

Gotland

geboren in

hat in der Zeit vom 29.05.2012 bis 23.06.2012  
an einem Deutschkurs im Goethe-Institut teilgenommen:

## Intensivkurs I4 C1.1

Kursumfang: 85 Unterrichtseinheiten à 45 Minuten

Referenzniveau des Kurses:

☐ A1

☐ A2

☐ B1

☐ B2

☒ C1

☐ C2

Kurse im Niveau C1: C1.1 C1.2

Herr Anders Weijnitz hat den Kurs mit sehr gutem Erfolg besucht.

Im Kurs wurden die Fertigkeiten Hören, Sprechen, Lesen, Schreiben sowie die zugehörigen Strukturen systematisch trainiert und aufgebaut. Das Programm des besuchten Kurses basiert auf den Lehrplänen des Goethe-Instituts und orientiert sich an den Kann-Beschreibungen des oben genannten Referenzniveaus. Die Dauer bis zur Erreichung eines Sprachniveaus kann in den verschiedenen Fertigkeiten und individuell variieren.

Diese Teilnahmebestätigung ist kein Zeugnis. Die Beurteilung der Kursleistungen erfolgte durch die Lehrperson/en. Die Bewertungsskala umfasst folgende Einteilung: mit sehr gutem Erfolg, mit gutem Erfolg, mit Erfolg.

München

Ort

23.06.2012

Datum

Institutsleitung / Stempel

*Rudolf de Baat*

**GOETHE  
INSTITUT**

Sprache. Kultur. Deutschland.

# GEMEINSAMER EUROPÄISCHER REFERENZRAHMEN FÜR SPRACHEN NIVEAUBESCHREIBUNGEN

## COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES LEVEL DESCRIPTIONS

### Elementare Sprachverwendung

A1

Basic User

Kann vertraute, alltägliche Ausdrücke und ganz einfache Sätze verstehen und verwenden, die auf die Befriedigung konkreter Bedürfnisse zielen. Kann sich und andere vorstellen und anderen Leuten Fragen zu ihrer Person stellen – z. B. wo sie wohnen, was für Leute sie kennen oder was für Dinge sie haben – und kann auf Fragen dieser Art Antwort geben. Kann sich auf einfache Art verständigen, wenn die Gesprächspartnerinnen oder Gesprächspartner langsam und deutlich sprechen und bereit sind zu helfen.

Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

A2

Kann Sätze und häufig gebrauchte Ausdrücke verstehen, die mit Bereichen von ganz unmittelbarer Bedeutung zusammenhängen (z. B. Informationen zur Person und zur Familie, Einkaufen, Arbeit, nähere Umgebung). Kann sich in einfachen, routinemäßigen Situationen verständigen, in denen es um einen einfachen und direkten Austausch von Informationen über vertraute und geläufige Dinge geht. Kann mit einfachen Mitteln die eigene Herkunft und Ausbildung, die direkte Umgebung und Dinge im Zusammenhang mit unmittelbaren Bedürfnissen beschreiben.

Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.

### Selbständige Sprachverwendung

B1

Independent User

Kann die Hauptpunkte verstehen, wenn klare Standardsprache verwendet wird und wenn es um vertraute Dinge aus Arbeit, Schule, Freizeit usw. geht. Kann die meisten Situationen bewältigen, denen man auf Reisen im Sprachgebiet begegnet. Kann sich einfach und zusammenhängend über vertraute Themen und persönliche Interessengebiete äußern. Kann über Erfahrungen und Ereignisse berichten, Träume, Hoffnungen und Ziele beschreiben und zu Plänen und Ansichten kurze Begründungen oder Erklärungen geben.

Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise whilst travelling in an area where the language is spoken. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions and briefly give reasons and explanations for opinions and plans.

B2

Kann die Hauptinhalte komplexer Texte zu konkreten und abstrakten Themen verstehen; versteht im eigenen Spezialgebiet auch Fachdiskussionen. Kann sich so spontan und fließend verständigen, dass ein normales Gespräch mit Muttersprachlern ohne größere Anstrengung auf beiden Seiten gut möglich ist. Kann sich zu einem breiten Themenspektrum klar und detailliert ausdrücken, einen Standpunkt zu einer aktuellen Frage erläutern und die Vor- und Nachteile verschiedener Möglichkeiten angeben.

Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.

### Kompetente Sprachverwendung

C1

Proficient User

Kann ein breites Spektrum anspruchsvoller, längerer Texte verstehen und auch implizite Bedeutungen erfassen. Kann sich spontan und fließend ausdrücken, ohne öfter deutlich erkennbar nach Worten suchen zu müssen. Kann die Sprache im gesellschaftlichen und beruflichen Leben oder in Ausbildung und Studium wirksam und flexibel gebrauchen. Kann sich klar, strukturiert und ausführlich zu komplexen Sachverhalten äußern und dabei verschiedene Mittel zur Textverknüpfung angemessen verwenden.

Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.

C2

Kann praktisch alles, was er/sie liest oder hört, mühelos verstehen. Kann Informationen aus verschiedenen schriftlichen und mündlichen Quellen zusammenfassen und dabei Begründungen und Erklärungen in einer zusammenhängenden Darstellung wiedergeben. Kann sich spontan, sehr flüssig und genau ausdrücken und auch bei komplexeren Sachverhalten feinere Bedeutungsnuancen deutlich machen.

Can understand with ease virtually everything heard or read. Can summarise information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. Can express him/herself spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.

## Job reference certificate

*Polopoly is a manufacturer of software for content management, personalisation and publishing for advanced digital services. Customers view the web as business critical and are represented globally. Polopoly is part of Atex the leading supplier to the media industry with headquarters in London and more than 800 customers in 40 countries.*

Anders Weijnitz (711226-3210) has been employed with Polopoly AB (publ) from March 1st 2000 and was then employed by Atex GmbH from July 1<sup>st</sup> 2011 until October 22nd 2013.

Anders was originally employed as a developer working with XML, Java, JSP and similar techniques in Polopoly product development. He quickly moved on to a role as a lead developer and later assumed responsibility for Polopoly product development.

Over time Anders also became part of sales initiatives and acted in a product manager role, working with tenders, demonstrations and presentations. He has been based in Stockholm, Sweden and Munich, Germany with Polopoly and Atex. During his employment in Germany Anders became a global product manager for Polopoly.

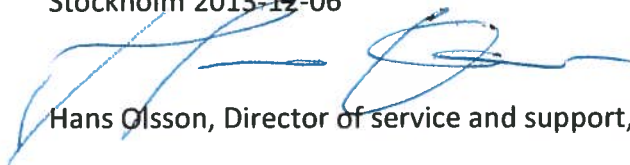
Anders has been highly productive and excelled in his roles as Product Manager, Global Product Manager and later VP of Product Management, Web CMS. He always brings a positive attitude and takes on his job with great energy and dedication.

In the Product Management role, Anders is able to manage the balance between understanding the market and the customer needs, while at the same time being able to drive the product vision and coordinating development to meet deadlines.

Through his deep technical knowledge and developer background, he can easily analyse complex business requirements and translate them into technical solutions to be discussed with the teams. That, together with the ability to set priorities and work closely with R&D to come up with innovative solutions, has been key factors to his success at Atex. He is talented in leading teams, managing project based work and has intimate knowledge of agile methodologies.

Anders has delivered on highly challenging assignments with great results and a professional approach. He has displayed a great sense for service, loyalty and excellent communication skills due to his multi-language abilities. Now that Anders, on his own initiative, is leaving Atex and Polopoly we wish him the best of luck and leave him highly recommended.

Stockholm 2013-12-06



Hans Olsson, Director of service and support, Atex

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Telefon: +46 8 506 782 50  
[www.atex.com](http://www.atex.com)  
Organisationsnummer: 556509-9296



# ***Futurniture***

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## **Futurniture**

Communication and design agency

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101 52 Stockholm

Phone: +46 8 566 147 00

Mail: [info@futurniture.se](mailto:info@futurniture.se)

[www.futurniture.se](http://www.futurniture.se)

Stockholm, 2012-01-26

## **Letter of recommendation**

Lars Anders Weijnitz (1971/12/26 -3210)

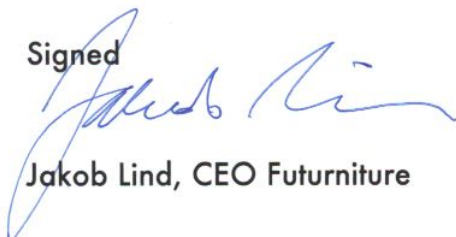
### **Job description:**

Java consultant employed full time at Futurniture between 01-Sept-1998 and 01-March-2001. Anders Weijnitz worked as a Java and web developer in a number of projects for our clients such as Dagens Nyheter with their Internet publications and the Swedish Aid and Development Agency Sida. In these projects, the main technologies used where Java, JSP, HTML, XML and website templates in a Web CMS.

### **Recommendation:**

Anders Weijnitz is a highly recommendable professional architect and developer for whose capacity and knowledge I have the greatest respect. He considerably contributed to the development of our company and the success of our clients. He is analytic and synthetic at the same time and combines his professional abilities with a good portion of social skills.

Signed



Jakob Lind, CEO Futurniture