




EJ van Lanen

Vienna, Austria / ej@pm.me / +43 670 602 6055 / linkedin.com/in/ejvanlanen

Throughout my career, I've consistently identified market gaps, developed compelling product visions, and delivered transformative user experiences. My expertise lies in deeply understanding business challenges, conducting thorough market and user research, and implementing strategic solutions that drive measurable results. I'm seeking an opportunity to leverage my product leadership experience to create impactful consumer-facing products and services.

WORK EXPERIENCE

Senior Product Manager

[Frontiers Media SA](#) - (February 2022 - March 2024) -  Vienna, Austria

Revolutionized scientific peer review processes through strategic product vision and execution

- Conceived and delivered Frontiers Discover, an innovative platform that transformed the peer review invitation system, attracting tens of thousands of users.
- Drove significant business impact by boosting invitation conversion rates 6X (to ~18%) and shortening review time by ~7 days.
- Spearheaded modernization of Frontiers' core peer review platform after years of stagnation by creating a compelling vision, building stakeholder support, and captaining implementation as lead product manager.
- Led 3 cross-functional teams (~30 professionals) through the complete product development lifecycle, from concept to delivery.
- Executed comprehensive product strategy through market analysis, design sprints, user research, interactive Axure prototyping, and strategic development aligned with business objectives and the needs of 1.5 million users.


Senior Manager, Publications

[Helmholtz Munich](#) - (June 2019 - January 2022) -  Munich, Germany






Created an innovative two-sided marketplace to transform scientific communication

- Developed product vision for a groundbreaking marketplace addressing the cost and constraint challenges in scientific publishing.
- Conducted extensive user research across Helmholtz's 19 research centers to validate market needs.
- Led end-to-end product development from recruiting external contractors to delivering an MVP 'preprint review' platform integrated with bioRxiv.
- Demonstrated technical versatility by creating web designs, implementing them with Tailwind CSS, and contributing JavaScript fixes.

Senior Publisher / Publisher

[Elsevier GmbH](#) - (October 2014 - June 2019) -  Berlin, Germany

Launched groundbreaking platform addressing critical needs of African researchers

- Conceptualized and launched *Scientific African*, a transformative publication platform created after extensive research across multiple African countries (including in  Ghana,  Kenya,  Rwanda,  Senegal, and  Ethiopia).

- Orchestrated high-profile launch with Elsevier's CEO at the Next Einstein Forum, generating international media coverage in *CBC Radio*, *Die Zeit*, *Frankfurter Allgemeine Zeitung*, *The Guardian*, *Le Monde*, and *Science*.
- Managed \$16M revenue portfolio of scientific journals with \$1M operating budget.
- Directed international stakeholder relationships with Editors-in-Chief across dozens of countries, providing strategic guidance to achieve growth and quality targets.

Founder & Publisher

Frisch & Co. Ebooks - (September 2012 - May 2016) - 🇩🇪 Berlin, Germany

Pioneered digital publishing model for international literature

- Identified market opportunity to leverage emerging ebook technologies for translated fiction.
- Established strategic partnerships with major international publishers across 🇩🇪 Germany; 🇪🇸 Spain; the 🇳🇱 Netherlands; 🇫🇮 Finland; 🇧🇷 Brazil; and 🇮🇹 Italy.
- Secured multiple funding streams from arts organizations across seven countries.
- Built distribution network on major platforms including Amazon Kindle, Apple Books, and Google Play Books.

Co-founder & Editor

Open Letter Books - (January 2007 - August 2012) - 🇺🇸 Rochester, NY, USA

Co-created one of the leading publishers of translated fiction in the English-language market

- Built publishing operation from ground up, developing it into a recognized leader in its niche.
- Managed complete product lifecycle for ~50 book-length translations, from acquisition through editing.
- Designed brand identity through book cover creation and developed custom CMS using Ruby on Rails.

Editor

Dalkey Archive Press - (July 2006 - December 2006) - 🇺🇸 Bloomington, IL, USA

Audiobook Coordinator / Assistant Editor

HarperCollins Publishers - (March 2001 - June 2006) - 🇺🇸 New York, NY, USA



TECHNICAL SKILLS

- Product Management: User Research, Prototyping (Axure), Design Sprints, Market Analysis, Product Strategy, Product & Strategy Workshops
- Development: JavaScript, Ruby on Rails, Tailwind CSS, Linux
- Languages: 🇺🇸 English (Native) + 🇩🇪 German (B2)

EDUCATION

BA in Philosophy

University of Wisconsin - Milwaukee - Milwaukee, WI, USA (1994 - 1997)

Advanced studies in Philosophy

New School University - New York, NY, USA (2000 - 2001)


Ohio University - Athens, OH, USA (1998 - 2000)

Studies in Computer Engineering


Milwaukee School of Engineering - Milwaukee, WI, USA (1992 - 1994)







HONORS + VOLUNTEERING

Panelist, Responsible Research, Ludwig-Maximilians-Universität -  Munich, Germany (March 2021)

Workshop Leader, African Journals Partnership Program Annual Meeting -  Addis Ababa, Ethiopia (September 2018)

Board Member, The Annals of African Surgery -  Nairobi, Kenya (December 2016)

Volunteer, The Annals of African Surgery / Research without Borders -  Nairobi, Kenya (November - December 2016)

International Fellow, Various global publishing programs, including the  Frankfurt Book Fair,  Finnish Literature Exchange,  Norwegian Festival of Literature,  Salone Internazionale del Libro Torino,  Più Libri Più Liberi, and the  Sharjah International Book Fair (2008-2014)

REFERENCES

On request