

Skander Kacem

Electrical Engineer, MBA

📅 September 1979
📍 Berlin

@ skander.kacem@gmail.com
🐙 github.com/skacem

Professional Experience

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| 11/2018 – 04/2021 | Consultant
BERBERLIN, E-commerce, Berlin <ul style="list-style-type: none">› Developed and implemented the marketing concept and e-commerce strategy including situation analysis, market segmentation, product policy and competitive analysis.› Responsible for the shopify store launch and its iterative optimization regarding design, usability and content as well as the in-store and online payment methods.› Created and implemented the paid marketing campaigns across major online social media and search engines.› Designed, implemented and updated the SEO strategy to ensure a top position in search engines.› Conducted AB testing to identify best practices and optimize the customer journey.› Developed and implemented analytics and online sales reporting to monitor the e-commerce performance. |
| 05/2018 – 09/2018 | Freelance Software Engineer
BOMBARDIER TRANSPORTATION, Hennigsdorf <ul style="list-style-type: none">› Analyzed safety-relevant system and software requirements and validated the corresponding test cases.› Performed system and functional testing.› Documented and reported software bugs and errors.› Demonstrated methodical, detail-oriented and thorough approach to all assignments while adhering to compressed timelines. |
| 11/2017 – 03/2018 | Freelance Software Engineer
ESE, technology consulting and engineering services, Berlin <ul style="list-style-type: none">› Automated the testing framework.› Analyzed customer specifications, consolidated customer-relevant requirements, formalized and structured requirements.› Participated in QA activities including developing and maintaining test tools. |

04/2016 – 08/2016	Software Engineer BOMBARDIER TRANSPORTATION, Berlin <ul style="list-style-type: none"> › Designed and developed automation solutions for the test laboratory
04/2013 – 03/2016	Software Test Engineer ESE, technology consulting and engineering services, Berlin <ul style="list-style-type: none"> › Led a software testing team of 14 people. › Designed, implemented and managed the test strategies and test plan. › Contributed to initiatives that improve the overall QA process, such as identifying inefficiencies in workflows or automating routines. › Conducted requirements analysis and test cases validation.
04/2012 – 08/2012	Research Assistant TELEKOM INNOVATION LABORATORIES, Deutsche Telekom AG, Berlin <ul style="list-style-type: none"> › Developed and evaluated optimization strategies for mitigation and/or avoidance of intercell interference of digital mobile radio systems. › Worked collaboratively within a global development team.
04/2010 – 06/2011	Research Assistant FRAUNHOFER HHI, Europe’s largest application-oriented research organization, Berlin <ul style="list-style-type: none"> › Developed, implemented and evaluated different adaptive algorithms for the optimization of digital signal transmission in multi-antenna communication systems. › Implemented a selection of optimization algorithms on a hardware-in-the-loop demonstrator to investigate their real-time performance, robustness, and stability under real-world constraints.
11/2008 – 03/2010	Student Trainee TOLL COLLECT, a consortium led by Daimler AG, Deutsche Telekom and Cofiroute, Berlin <ul style="list-style-type: none"> › Coordinated between authorized service centers, technical field engineers and freight forwarders. › Developed and implemented an online error detection software for the on-board tolling units.

Education

04/2016 – 09/2019	Master of Business Administration (MBA) UNIVERSITY OF APPLIED SCIENCES (HTW), Berlin <u>Focus:</u> General Management <u>Thesis:</u> “Quantifying Synergies in Corporate Valuation” (Grade: 1,3)
10/2004 – 12/2012	Electrical Engineer (Dipl.-Ing.) BERLIN INSTITUTE OF TECHNOLOGY (TU), Berlin <u>Focus:</u> Telecommunication and Information Theory <u>Thesis:</u> “Evaluation of Interference Cancellation Architectures for Heterogeneous Cellular Networks” (Grade: 1,3)

Certificates

04/2020	Bloomberg Market Concepts (BMC)
12/2019	Six Sigma, yellow belt
11/2017	PRINCE2, foundation & practitioner level
04/2016	Certified ScrumMaster®
05/2015	Certified Professional for Requirements Engineering
12/2014	Certified Tester, foundation level (ISTQB)

Languages

German	Fluent written and spoken (C2)
English	Fluent written and spoken (C1)
French	Native
Arabic	Native

Professional Development (selected)

09/2017 – 10/2017	Project management – PRINCE2, Westminster Business School, London
06/2017 – 09/2017	Business Englisch, Mayfair School of English, London
09/2015	Project management & international management, Summer School, TU Berlin
06/2015	Workshop Requirements validation