Thomas Lichtenecker

Product & Technology Leader

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Facts

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📍 Mödling, Austria

🚩 Austrian

📅 August 19, 1981

Core Competencies

LEADERSHIP

- Team Leadership & Mentoring
- Product & PortfolioManagement
- Agile Scaling
- Budget Management (€5M+)
- Vendor Management

TECHNOLOGY

A sound and broad technical foundation, recently started building POCs with AI-assistance

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Languages

German   Native

English	Fluent

About Me

I am a product and technology leader focused on building agile teams that deliver sustainable customer value. As Chief Product Owner at REWE International IT, I lead a unit of 30+ people responsible for our eCommerce software stack, managing product strategy, development, and budget.

My approach is deeply rooted in agile principles, but I emphasize practical application over dogma. I utilize scaling frameworks and Flight Levels to manage dependencies and empower teams. My goal is to create clear systems that allow people to do their best work.

Experience

REWE International AG

Chief Product Owner eCommerce   Jan 2022 - Present

I manage three cross-functional product teams responsible for the end-to-end development of our online shops (Web, Android, iOS), including ERP integration and data warehouse ETL processes. Im responsible for about 30 internal employees and a varying number of external contractors.

- **Processes:** We operate using scaled agile methodologies. We actively work on increasing deployment frequency and reducing lead times.
- **Successes:** Launched the online shops for Austria and Czechia while scaling the team. Successfully migrated all infrastructure to the cloud and stabilized the software stack for high-load scenarios. Consistently invested into software quality and accessibility.
- **Team:** Expanded the team capacity by more than 60% within 2 years. Built up two component-teams from scratch. Keeping turnover to almost zero.

Head of Business Consulting   Oct 2019 - Jan 2022

My responsibilities included business consulting and portfolio management for RIAG.digital, a software delivery unit within REWE International IT. In close collaboration with Agile Coaches, I implemented a comprehensive portfolio planning and reporting system, applying Kanban and Flight Levels methodologies. This process, combined with active stakeholder management, facilitated alignment with strategic business objectives. The setup improved visibility and transparency of portfolio performance, which in turn enabled data-driven decision-making and supported a wider culture of continuous improvement.

Head of Software Quality
Jun 2017 - Oct 2019

Managed a team of quality engineers embedded within product teams.

- **Technologies:** Introduced Jira XRay and SonarQube as standard tools to centralize test management and monitor code quality.
- **Practices:** Defined the QA and automation strategy across a diverse stack (Cypress, Appium, Browserstack).

Project Manager
Jun 2015 - Jun 2017

As project manager for the Merkur online shop, I was responsible for its development and launch. I took ownership of the project in a complex state, which involved three development partners and dispersed internal resources operating without a unified process. My primary objective was to streamline the project. I accomplished this by consolidating the external partners, establishing a central Jira project with a common Scrum process, and implementing monthly management reports. Concurrently, I worked with the teams to introduce a central git repository with defined workflows, an Artifactory instance for package management, and a new caching infrastructure. The shop was successfully delivered and went into production.

s4w straight4ward GmbH

Founder
Feb 2013 - Apr 2015

I co-founded s4w straight4ward GmbH, a consultancy focused on software development and services. We successfully secured the City of Vienna as our primary client, for whom we delivered several mobile applications and a data management solution. After a period of significant strategic change at our main client, I exited the company to seek a new professional challenge.

Pfizer

From Developer to Team Lead
Oct 2006 - Feb 2013

Transitioned from C#/ASP.NET developer to Technical Project Manager and Team Lead during a growth phase from 4 to 70 employees.

- **Leadership:** Managed 15 web and mobile developers, handling resource planning and technical direction.
- **Delivery:** Rolled out global brand websites and mobile applications focusing on brand awareness and medical education.

Education

University Vienna / TU Vienna

Master, Business Informatics
2005 - 2011

Thesis: Thesis "Evaluation of Software Development Paradigms and Processes for Web Application Engineering", reflecting on my experience gained during my time at Pfizer.

Bachelor, Business Informatics
2001 - 2005

Aston University (UK)

Informatics (Erasmus)
2005 - 2006