THOMAS LICHTENECKER

Linkedin | Mödling, Austria

ABOUT ME

I am a product and technology leader focused on building high-performing, agile teams that deliver outstanding customer experiences. As Chief Product Owner at REWE International IT, I lead a unit of 30+ people responsible for our eCommerce software stack, managing everything from product strategy and development to the full budget.

My approach is deeply rooted in agile principles, but I emphasize practical application over dogma. I believe in using scaling frameworks and Flight Levels to manage complex dependencies and empower teams. I am ultimately driven by creating clear, sustainable systems that allow people to do their best work and deliver real value to customers.

WORK EXPERIENCE

REWE INTERNATIONAL AG

Chief Product Owner eCommerce Customer Touchpoints | Jan 2022 - Present

I manage three cross-functional product teams responsible for the end-to-end development and maintenance of our online shops (web, Android, iOS). My teams also handle their integration with the internal ERP system and manage the ETL processes that populate the company data warehouse. We operate using scaled, agile methodologies with a consistent focus on high-quality, sustainable software development.

Key achievements in this role include the launch of the BILLA online shops in Austria and Czechia, a full migration of all infrastructure to the cloud, and the stabilization and massive expansion of the complete software stack. We also implemented significant accessibility improvements and delivered numerous new

features. In parallel, the team was expanded by more than 60% and external partners were replaced by internal team members.

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

"I managed a team of quality engineers embedded within multiple product teams. My role involved defining the quality assurance and automation strategy across a diverse software stack, which required applying various frameworks (e.g., Cypress, Appium, Cucumber, Browserstack).

To centralise test management and improve technical quality, I introduced XRay for Jira as the primary reporting suite and SonarQube to monitor code quality and test coverage.

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.

WYETH / PFIZER

From Developer to Development Team Lead | Oct 2006 - Feb 2013

I joined as a C#/ASP.NET developer and transitioned into leadership roles during a period of company growth from 4 to 70 people, first as a Technical Project Manager and then as Development Team Lead.

As Team Lead, I managed 15 web and mobile developers. My role covered the full scope of team leadership, including people management, project and task management, and setting the technical direction for our applications.

The team was responsible for delivering websites and mobile applications for countries around the globe, focusing on Pfizer's global brands.

MAJOR SUCCESSES

- REWE International AG:
    - Launched BILLA online shops in Austria and Czechia during a time of significant transformation and Covid.
    - Scaled internal capacity by 60% during the BILLA Shop projects and a phase of major transformation, onboarding and integrating personnel across three teams.
    - Led a core workstream in a major IT-wide transformation, architecting the current organizational structure and portfolio processes.
    - Introduced agile portfolio management and reporting processes for RIAG.digital, a software delivery unit within REWE International IT.
    - Established tool standards for quality assurance and automation, such as SonarQube, Xray, Browserstack, etc.
    - Successfully managed the software development project to launch the Merkur online shop.
- s4w straight4ward GmbH:

- Successfully secured the City of Vienna as the primary client.
- Delivered several mobile applications and a data management solution.

- **Pfizer**:

  - Within a few years, managed a team of 15 web and mobile developers.
  - Rolled out websites and mobile applications for Pfizer
  - Covered the full scope of team leadership, including people management, project and task management, and setting the technical direction for our applications.

SKILLS

- Leadership: Budget Management (€ 5M+ budgets), Team Leadership, Product Management, Agile Methodologies, Agile Scaling, Vendor Management
- Tech: a sound and broad technical foundation, currently again coding with AI-assistance

CITIZENSHIP & LANGUAGES

I am an Austrian citizen.

German	English
Native speaker	Fluent

FORMAL EDUCATION

UNIVERSITY VIENNA AND TU VIENNA

Master, Business Informatics | Sep 2005 - Jun 2011

Master 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 | Sep 2001 - Jun 2005

ASTON UNIVERSITY (BIRMINGHAM, UK)

Informatcis | Sep 2005 - Jun 2006

ERASMUS Exchange Programme