



# Markus Lang

DeFi and Crypto Product Manager

## 👤 Profile

While primarily focusing on DeFi and cryptocurrencies Markus is a senior digital change and delivery professional with extensive technological expertise spanning business analysis, digital proposition, service and solution design. With a proven track record of quick learning and delivering high-quality results - features and execution - in complex, global IT environments, within retail, wealth, and private bank contexts, waterfall and agile.

Markus ensures the delivery of a clear and commercially viable approach and solution. Acting as a proficient 'bridge' between business functions and technology. With a diverse skill set as a product owner, senior business analyst and scrum master, Markus has successfully led cross-functional teams.

## 📁 Career History

### Product Manager and One Man Ops Team, Hong Kong

September 2022 — Present

Design, development and operating of a bespoke monitoring and alerting solution for DeFi investments for a small number of private clients. Based on python, it's included standard modules plus the web3 module to monitor performance and risk of investments in DeFi protocols (e.g. money markets). Leveraging templates to quickly deploy bespoke investment monitoring.

### Defi Enthusiast & Investor, Hong Kong

September 2016 — September 2022

I am actively managing a one man DeFi fund, employing a robust investment strategy centered around implementing effective delta neutral investments in the DeFi space.

My primary objective is to generate consistent and attractive yields in money markets while strategically accumulating carefully selected prime assets. To support these investment activities, I leverage Python for monitoring existing investments, identifying potential opportunities, and managing risks, while primarily raising children during a career break.

### Lead Business Analyst/ Product Owner at Barclays Wealth and Investment Management UK, London

January 2015 — August 2016

3+ years project to re-platform online banking offering for Wealth clients (Private Bank and International). Acting as the lead business analyst and product owner for the Private Bank segment covering definition and validation of 1000+ requirements and +100 business processes representing the digital banking proposition.

Delivery responsibility for design and implementation of the target operational model which included support functions, fraud operations

## Details

Hong Kong

China

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## Nationality

German

## Skills

Stakeholder Management

Business Analysis

Scrum Master

DeFi Protocols

Data Analysis

Digital Transformation

Online Banking

Project Management

JIRA & Confluence

Wealth Management

Python, Bash, SQL

Sparx Enterprise Architect

## Languages

English

German

and client servicing, MI and associated workflow systems. E2E design and implementation of Private Bank specific authentication, authorization and credential provisioning including associated service functionality.

Project Management of regulatory change and FX projects on the target platform.

### **Lead Business Analyst at Global Standards, Global Banking and Markets, HSBC Bank Plc., London**

July 2014 — January 2015

UK 3+ years project by Global Banking and Markets to develop and deploy Global Standards' policy – implementing a global KYC solution and operations for Global Banking and Markets' clients. Key responsibilities included implementing and running a prioritized requirements backlog and supporting regional projects teams to align global and regional requirements.

### **Senior Business Analyst at Global PMO, Barclays Bank Plc., London**

November 2013 — April 2014

As part of reviewing the waterfall approach to large scale change projects a review of the end to end change process was undertaken. Key responsibilities where to review the existing methodology and delivery of a RACI matrix covering all phases of large scale change projects.

### **Solution Business Analyst and Project Manager at Barclays Wealth & Investment Management, London**

December 2012 — July 2013

Working with business and operations to impact assess changes and dependencies for Wealth' online banking platform responsible for the E2E delivery of the product backlog for individual, corporate and intermediary clients:

- Changes to the multi-jurisdiction online payment functionality focusing on currency conversion
- Payment Service Directive regulatory changes
- Introduction of secure messaging for corporate and intermediary clients.

### **Solution Architect at Barclays Wealth & Investment Management, London**

September 2010 — November 2012

Moving from a shared services model Barclays Wealth Private Bank developed and deployed a dedicated system to support multi-jurisdictional business. Working closely with business stakeholders, compliance, information security, operations and architecture to define an end-to-end solution for a new banking portal in a multi-platform, SOA based environment and integration of an award winning investment bank eCommerce platform from Barclays Capital. Key responsibility was the design, delivery and

implementation of a multiplatform authentication and authorisation solution including associated provisioning and servicing functionality.

### **Business Analyst at Retail Digital Banking, Barclays Bank Plc., London**

May 2007 — August 2010

SCV (Single Customer View). Integration of customer product holdings into a single view to allow staff members in branch and telephony to view a customers full list of accounts and products. Responsible for business analysis and user acceptance testing. Responsible for delivering a redefined customer authentication functionality for Barclays retail online banking with a focus on simplifying authentication and access levels in a two factor authentication context. Acting as the Srum Master for the redesign of the online banking frontend (UX/UI).

### **Partner and Consultant at Knecht Planungsgesellschaft mbH, Cologne**

January 2001 — April 2007

Selected clients: Bayer AG, Nike Golf Europe, Nurun France, Forming AG Switzerland

### **Senior Consultant at e-trend media consulting GmbH, Cologne**

May 1999 — December 2000

Selected clients: Dresdner Bank AG, WDSE Wirtschaftsdienste Soriano Eupen GmbH, Oniva N.V., Venlo

### **Consultant at Telemedia GmbH, Gütersloh**

January 1999 — April 1999

Selected clients: Bank24, Bonn, Bertelsman Corporate, BMG NY.

### **Project Manager at Bertelsmann MediaSystems GmbH, Gütersloh**

August 1995 — December 1996

Selected clients: Lycos, AOL, ICQ, Bertelsmann Bookclub, WAZ group, Essen

## **Education**

### **Diplom-Informatiker (Master in Computer Science), European Business School, Schloß Reichartshausen, Oestrich-Winkel**

August 1988 — June 1992

Master in Business Data Processing, focusing on Databases, Marketing and Artificial Intelligence. Thesis: Artificial Intelligence in Marketing

### **Exchange Programe, San Diego State University (SDSU), San Diego, USA**

August 2019 — January 1991

Robotics and Artificial Intelligence.

### **Exchange Programe, Regents Park College, London**

January 1990 — July 1990