

# CURRICULUM VITAE

## PERSONAL DATA

Name	Franz Seher
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## PURPOSE

My inner drive is to motivate people to work as a team to master big challenges together. The key word is "together" which means that I have the most passion when I support the team as a playing captain instead of coaching on the sideline. I try to accomplish this purpose:

- By recognizing individual talents unlocking the full team's potential.
- By focusing on agile practices putting people and their interactions first.
- By integrating sustainability as a core principle having sustained impact.
- By centering the customer's underlying needs designing joyful experiences/products/services.

## CAREER & EDUCATION

### 02-2020 to date

1 year and 4 months

### IT/Multichannel Project Manager, Rudolf Leiner GmbH, St. Pölten

- Agile Project management lead (Scrum) of various IT & business projects
- Support of (agile) project setups as Scrum Master / Agile Coach
- Evaluation, concept, implementation and roll-out of an ecommerce system (Magento) for the business units kika and Leiner
- Evaluation, concept, implementation and roll-out of a PIM, DAM system (Contentserv) for the business units kika and Leiner

### 01-2018 to 02-2020

2 years and 2 months

### IT Manager, Trodat Trotec Holding GmbH, Wels

- Agile Project management lead (Scrum) of various IT & business projects
- Evaluation and concept of an ecommerce platform (Intershop) for the business units Trodat and Trotec
- Evaluation, concept, implementation and global roll-out of a PIM, DAM and CMS system (Censhare) for the business units Trodat and Trotec
- Evaluation and definition of the IT enterprise architecture including middleware approach as the project lead
- Introduction of agile tools and methods within IT projects and the headquarter IT department

**10-2016 to 12-2017**

1 year and 3 months

**ecommerce Product Owner / Project Manager, XXXLutz KG, Wels**

- Product owner of the SAP Hybris ecommerce system in Austria, Germany, Slovenia, Croatia, Sweden and the Czech Republic responsible for the XXXLutz brand
- Agile project management lead (SCRUM) of various IT projects
- Concept and implementation of the React frontend
- Concept and implementation of SEO optimizations
- Introduction of agile product management with processes, strategies and organizational roles
- Introduction of continuous improvement methods and meetings
- Introduction of a strategic project prioritization based on Kanban principles

**01-2014 to 08-2016**

2 years and 8 months

**CEO, holis market GmbH, Linz**

- Idea, concept and foundation of an unpackaged food startup
- Executive management and business development of the company (10 to 15 employees)
- Concept and implementation of the web site, online platform and app
- Concept and implementation of the unpackaged system including RFID weigh and cash system
- Concept and implementation of various other business models as a green meal delivery service, nutritional consultancy and cooking workshops
- Execution of social media strategy and online marketing campaigns
- Execution of crowdfunding, crowdinvesting and other funding campaigns
- Human resources, community and team building
- Operative and strategic finance and investment planning

**06-2010 to 03-2015**

4 years und 9 months

**User Interface Designer & Usability Engineer, Avocado GmbH, Linz**

- Project collaboration in various IT projects at different business clients
- Application of agile tools and methods
- Autonomous frontend development with HTML, CSS, JavaScript and other web technologies, as well as Java and other programming languages
- Autonomous creation of prototyping, screen designs, mockups and wireframes
- Autonomous application of usability methods

**10-2012 to 09-2014**

2 years

**University of Applied Sciences Upper Austria, Wels**

- International Master's program Innovation & Product Management (IPM)
- Graduation with grade point average 1.3

**06-2010 to 05-2014**

4 years

**User Interface Designer, A1 Telekom AG, Leonding**

- Concept and implementation of the Customer Relationship Management System (Customer Cockpit)
- Agile software development within a SCRUM team
- Autonomous frontend development with HTML, CSS, JavaScript and other web technologies, as well as Java and other programming languages
- Autonomous creation of prototyping, screen designs, mockups and wireframes

**10-2009 to 09-2011**

2 years

**University of Applied Sciences Upper Austria, Hagenberg**

- Master's program Communication Knowledge Media (KWM)
- Graduation with grade point average 1.3

**09-2008 bis 10-2009**

1 years and 2 months

**Trainee, User Interface Design GmbH, München**

- Participation in usability tests, focus groups and expert reviews with various clients as H&M, Miele, Bosch, Vaillant, etc.
- Autonomous frontend development with HTML, CSS, JavaScript and other web technologies, as well as Java and other programming languages
- Autonomous creation of prototyping, screen designs, mockups and wireframes

**10-2005 to 09-2009**

4 years

**University of Applied Sciences Joanneum Graz, Styria**

- Diploma Degree Information Management with focus on Software Engineering and Database Systems
- Graduation with grade point average 2.0

## SKILLS

### Certifications

PSPO I, Professional Scrum Product Owner I (Scrum.org)  
PSM I, Professional Scrum Master I (Scrum.org)

### Management

Agile Frameworks & Methods • Scrum • Kanban • Agile Project Management  
• Product Management • Project Controlling • Process Management • Requirements Management • Epics & User Stories • Innovation Management  
• Change Management • Customer Relationship Management • Knowledge Management

### Technologies

Enterprise Architecture • Software Engineering • Java • Frontend Development • HTML • CSS • JavaScript • eCommerce Systems • Product Information Management Systems • Digital Asset Management Systems • Content Management Systems • Contentserv • Censhare • Magento • SAP Hybris • Google Web Toolkit • Data Warehousing & Databases • SQL • Atlassian Jira & Confluence • Microsoft Office

### Design

Design Thinking • User-Centered Design • Human-Computer Interaction • User Interface Design • User & Customer Experience Design • Customer Journey • Industrial Design • Interaction Design • Design-Driven Innovation • (Rapid) Prototyping • Sketching • Information Visualization • Responsive Web Design • Usability Engineering • Usability Testing • Adobe Photoshop • Adobe InDesign

### Innovation

(New) Product Development Process • User-Driven Innovation • Stage-Gate Innovation Model • Blue Ocean Strategy • Startup Culture & Entrepreneurship  
• Lean Thinking • Business Model Generation

### Languages

German • English

## REFERENCES

<b>Trodat Trotec Holding GmbH</b>	Florian Springholz   +43 660 7730784
<b>XXXLutz KG</b> (formerly)	Alexander Möslinger   +43 650 2031605
<b>holis market GmbH</b> (formerly)	Gerald Ninaus   +41 79 3809198
<b>A1 Telekom AG</b> (formerly)	Manuel Seyr   +43 664 88676365