



Niels Loew

PO/UX Hybrid
Interim Manager

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About me

The last ten years I worked as a (product-) manager and UX designer in agile environments. The ten before in agency settings. I stopped writing my own code long ago but I bring enough technical competence to the table to be knee deep in the tech discussions – if the team likes it. Because I believe in self-organizing teams and micromanagement being counterproductive.

My approach is hands on and honest. If you work with me you decide to make our problems transparent and have both managers and teams take responsibility for solutions. All the while thinking one step ahead with each decision made.

We will mention the elephant in the room – all the while avoiding negative communication patterns and listening to the parties involved.

We will take difficult decisions together – and ship features that make sense to our users and customers.



Noteworthy Skills

- 20 years of experience building software
- Strong mix of product, tech and UX skills
- Certified product owner
- Mentoring and managing teams
- Problem identification and problem solving
- Workshop facilitation
- Speaking business and tech lingo
- Discussing on par with developers
- Wireframing, user research, prototyping
- Taking any criticism and feedback as a gift

Professional Experience (Excerpts)

2013 - present | **Freelancer / Consultant**

I help businesses to fix their digital initiatives: from moderating early stage design sprints to running technology heavy implementation teams and coaching teams on solution focused agile development.

2020 - 2022 | **CPO (Selfapy GmbH)**

My role was to help the management transition from a startup to a DiGA software company. In one year I build a completely new product team and we implemented processes to make Selfapy be able to handle the highly regulated medical device market. We managed to be DiGA compliant and still maintain a reasonable speed and agile workflow. When I left 2022 I left behind a fully self managed team of product managers, designers, therapeutic experts and learning experience specialists.

2019 - 2020 | **Product Manager (WeFox/One Insurance, Freelance)**

I worked with with the CPO on coaching the growing product team on good product practices and worked hands on with the tech team in Barcelona to translate the business requirements of German brokers to proper development goals and architecture to help digitalize insurance broker processes.

2018 - 2019 | **Interim CPO (SAP Universal ID / CDC Program, Freelance)**

The role included managing multiple stakeholders, from newly acquired ID company to several affected business units within SAP, operational to top management. Facilitating technical deep-dives and workshops to create and validate BPML and technical flows and establishing the needed JIRA workflows to run a program with more than 5 work streams and multiple external systems in parallel.

2016 | **Product Manager (Volkswagen Digital Lab Berlin @ Pivotal)**

I joined Pivotal to help the Volkswagen digital Lab to transform the way Volkswagen develops software. My project was coaching their PMs and building a mobile application that involved talking with the car via dongles. In a few months we developed and shipped a version of the software that allowed us running multiple long term usertests in a live environment and gather relevant business data.

2013 - 2016 | **Product Manager (Bosch, Freelance)**

Bosch has hired me on multiple occasions for different projects between 2013 and 2016. My role in all the projects teams was a UX/PM hybrid. In most engagements my role with higher management was helping to understand the agile development constraints and make sure we do the right things to ship software. The projects ranged from a platform managing the needs of energy conservation for house owners to Bosch E-Bike solutions.

Recreational Experience (How I recharge)

I like to craft things and do things with my hands. Wooden jewelry, furniture, knives. I own a small woodworking and blacksmithing shop and spend my time painting miniatures. Our vacations are mostly spend in Norway or Sweden living in a roof tent and baking bread on the fire.

Tools of trade

User Research, Hypothesis Validation, Design&UX principles, BPML, Journey Maps, visualizing flows and processes, JIRA & Confluence, Miro & Mural, Figma & Axure, Visual Studio, SQL, Agile, active listening

Languages

German Native Speaker
English Full Professional Proficiency

