

DAVEY MATUS

Product Owner

Experienced Product Owner with over 10 years of experience in digital environments. Customer-centric product development with SAFe, Scrum and design thinking.

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Experience:

Product Manager

Vinivia AG

07.2023 – 10.2023 – Zug CH

- Determining product vision and regularly updating product roadmap
- Analyse possible markets for product launches
- Budget planning of the Product department until Go-To-Market
- Setup and enhancement of the tool stack such as Jira, Confluence, ProdPad and other integrations.
- Stakeholder management from C-level to investors.
- Building and growing dev-sec-ops teams in a SAFe scale-up environment
- Collaborate closely with UX/UI team for the products design and usability
- Leading sprint ceremonies such as refinements, sprint planning, daily standups, sprint demos and retrospectives

Product Owner

Crafft AG

08.2021 – 07.2023 – Zürich CH

- Stakeholder management, in charge of the agency's biggest client with a revenue of CHF 500'000/annum
- Hiring, building and growing dedicated teams in a SME agency environment by establishing MSA's with near-shore partner agencies
- Collaborate closely with UX/UI team for the products design and usability
- Team optimization via key metrics (velocity, burn-down, tech-debt)
- Building an internal learning center to help transform the business from a traditional design agency into a digital one-stop solution, utilizing Scrum
- Organizing/leading Sprint ceremonies of multiple teams
- Setup and integration of the tool stack such as Jira, Confluence, Miro and Git

Achievement(s):

- Established new business relations and build cheaper near-shore delivery teams that could deliver fast. This caused the business to see their profit-margin rise by over 20% on the hourly rate.
- Delivered a headless, microserviced Django/Saleor platform with a localization to Mainland china with a team of 6 I built from the ground and had running for nearly 2 years.

Skills:

Business competences:

Agile implementation



Customer Centric Approach



E-Commerce (B2C & B2B)



Design Thinking



Agency experience



User Experience design



Technical and methodological skills:

Scrum



Scaled Agile Framework (SAFe)



Requirements engineering



Software lifecycle management



Atlassian (Jira, Confluence)



Mobile Applications



SaaS Applications



Whitelabel Applications



ERP CRM integrations (SAP S/4Hana)



Personal strengths:

- Leadership by example
- Analytical
- Self-organized
- Coaching teams
- Vision-driven
- Solution-oriented
- Presentation skills
- Communicating on different levels (from technical to C-level)

Product Owner

World Television Ltd.

12.2018 – 07.2021 – Geneva CH

- Organizing/leading Sprint ceremonies of multiple teams
- Setup and integration of the tool stack such as Jira, Confluence, Miro and Git
- Established product vision and product lifecycle for legacy webcasting platform
- Established product vision and go-to-market for a white label Mobile Application
- Functioned as technical consultant for new clients to get onboarded on our products
- Building new teams and optimizing existing teams
- Establishing and enhancing the tool stack such as Atlassian and Git Automation

Achievement(s):

- Delivered an MVP of a SaaS self-service webcasting solution for virtual events on time and on budget, which was later expanded to hybrid events. This caused wtv.'s biggest client to ramp up their webcast numbers by 35%+

E-Commerce Specialist

Fortune Factory B.V.

05.2018 – 11.2018 – Alblasserdam NL

E-Commerce Consultant

In2itive Sarl

10.2017 – 04.2018 – Rotterdam NL

E-Commerce Manager

O-Products B.V.

03.2016 – 10.2017 – Rotterdam NL

Co-Founder

Orbition V.O.F.

03.2013 – 07.2015 – Rotterdam NL

Network Administrator

Brinkhof B.V.

09.2008 – 09.2009 – Vaassen NL

Network Administrator

Samsung Electronics Benelux

09.2007 – 09.2008 – Delft NL

Education:

B.S. Communication & Multimedia Design

Rotterdam University of Applied Sciences

2009 – 2017

Associate IT Management

Zadkine College Spijkenisse

2004 – 2008

Volunteering:

Scout Guide 2009 – 2018

Scouting Ruwaard van Puttengroep Spijkenisse

PR Agent 2007 – 2009

Abunai Foundation of Japanese Culture

Languages:

Dutch: **Native**

German: **B2**

English: **C1**

Continuous learning:

Udemy.com:

- Professional Scrum Product Owner I – PSPO 1
- Professional Scrum Master 1 – PSM I
- Complete python Bootcamp
- Complete Node.js developer course
- Complete JavaScript Course
- Complete JIRA Agile PM course

Personal details:

Davey Matus
Married,
two children aged 4 years
and 7 months
Swiss Permit B
DOB: 13.01.1988
Dutch National

Bruederstrasse 7
8180 Bülach, Zürich, CH

Interests:

- AI: Stable Diffusion prompting & ChatGPT4 automation
- Aqua scaping
- LEGO
- Photography (DSLR & Lightroom enthusiast)
- Football (Ajax Amsterdam)