

# DAVEY MATUS

Product Owner | Product Manager

Experienced Product specialist with over 10 years of experience in digital environments.

Utilizing SAFe and Scrum methods, I am your interface between business and technologie

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## Experience:

Product Owner 07.2024 – present – Winterthur CH  
**Angela Bruderer AG**

- Define roadmap and oversee the implementation of Magento 2 webshop.
- Responsible for budget of CHF 150'000/year excluding projects.
- Implemented personalisation tools for eCommerce such as Spotler, Odoscope, SearchHub which caused an increase in conversion by 15%.
- Overseeing A/B Tests and implementation of successful tests.
- Managed implementation project of PIM system between ERP and Webshop.
- Setup Playwright automation tests with MCP server system.

Product Manager 07.2023 – 06.2024 – Zug CH  
**Vinivia AG**

- Determining product vision and regularly updating product roadmap
- 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
- Reporting results to CPO and maintaining team metrics. (velocity, burn-down, tech-debt etc.)
- Leading sprint ceremonies such as refinements, sprint planning, daily standups, sprint demos and retrospectives.

Product Owner 08.2021 – 07.2023 – Zürich CH  
**Crafft AG**

- 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
- Release documentation and QA certification
- 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

## Skills:

Business competences:

Agile methods (Scrum, SAFe)

Team building and optimizing

eCommerce (B2B & B2C)

Roadmap definition by OKR's and KPI's

Agentic AI (Gemini, Claude)

N8N Automation

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-organised
- Coaching teams
- Vision-driven
- Solution-oriented
- Presenting
- Communicating on different levels (from technical to C-level)

## Product Owner

[World Television Ltd.](#) 12.2018 – 07.2021 – Geneva CH

- 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 – Alblasterdam 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:

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### B.S. Communication & Multimedia Design

[Rotterdam University of Applied Sciences](#) 2009 – 2017

### Associate IT Management

[Zadkine College Spijkenisse](#) 2004 – 2008

## Volunteering:

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Scout Guide 2009 – 2018

[Scouting Ruwaard van Puttengroep Spijkenisse](#)

## Languages:

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Dutch: **Native**

German: **C1 (fluent)**

English: **C1 (fluent)**

## Continuous learning:

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### 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:

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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:

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- Everything AI from Midjourney/Stable Diffusion prompting to complete autonomous agentic workers and N8N automations
- Aqua scaping
- LEGO
- Photography (DSLR & Lightroom enthusiast)
- Football (Ajax Amsterdam & the Dutch team)