Thomas Gläser

Moonshot Orchestrator

Product leader with over a decade of experience in creating and scaling digital SaaS products. I guide teams from strategy through operations to ensure sustainable growth, balancing empathetic leadership with intuition and analytical insight. Skilled in transforming visions into tangible successes with a proven track record of leading cross-functional teams, focusing on continuous innovation around customer jobs and data-driven decision-making. Experienced in leading initiatives that enhance user interaction and satisfaction, I possess transferable skills highly applicable to technology-driven hospitality solutions.

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WORK EXPERIENCE

New Work SE, Munich, Germany (Hybrid)

Director Product Experience for onlyfy / XING E-Recruiting

August 2022 - April 2024, 1 year 9 months

- **Led an 18-member UX team** across three countries, driving AI initiatives such as Job Ad Creator and Candidate Pre-Screener, resulting in a 30% improvement in HR productivity.
- **Launched the first version of the onlyfy platform**, focusing on mid-market to increase upsell and cross-sell opportunities by 20%.
- **Developed the onlyfy 2025 vision** through comprehensive research including MaxDiff and JTBD, achieving 95% buy-in across the unit.

Director Product Management for XING Events

April 2020 - July 2022, 2 years, 4 months

- **Led 5 Senior PMs &7 UX experts** in strategic product development, collaborating closely with Tech, Sales, Marketing to enhance our portfolio.
- **Directed a strategic shift during COVID-19**, achieving €6-8M profit YoY and securing €500K in internal funding.
- **Improved freemium to paid conversion rate** for Event Plus from 12% to 18%, increasing premium event exposure to 21M XING members.
- **Raised the Customer Effort Score** from 3.5 to 4.5 out of 5, enhancing customer activation.
- **Boosted mobile app engagement** by improving Event Detail Pages, achieving a 7% RSVP conversion rate (nearly a 4x increase).
- **Addressed tech debt and improved platform** responsiveness by prioritizing essential improvements and incremental updates.

Thomas Gläser – Product Leader, Europe (Contractor)

Ryte GmbH, Munich, Germany

Head of Product (Interim), September 2019 - January 2020 (5 months)

- **Orchestrated AI-driven SEO Anomaly Detection**, achieving 80% user adoption in the first weeks, balancing tech debt efforts with innovation.

SKILLS

- ➔ Strategic Vision
- ➔ Team Empowerment
- ➔ Stakeholder Collaboration
- ➔ Analytical Skills
- ➔ Product Innovation
- ➔ Lifecycle Management
- ➔ Commercial Insight

EDUCATION

HfG Schwäbisch Gmünd,
Bachelor of Arts (BA) – Interaction Design

FOS Augsburg
University of Applied Sciences
Entrance Qualification in Business Studies

SIDE ACTIVITIES

PUSH Community
Founder & Community Lead
January 2017 – Present
Achievement: Grew a community of around 3,000 Product and UX people.

Brainbirds GmbH
Trainer for Product Discovery
July 2018 – August 2020
Achievement: Scored an average 9 out of 10 attendee satisfaction score.

***Arduino SA**, Malmö, Sweden (Hybrid)*

Director Product Management, May 2019 - August 2019 (5 months)

- **Discovered a high-value customer segment**, leading to a 10x increase in willingness to pay, from €30 to €3,000 per certification.
- **Enhanced team confidence in new product development** from 5/10 to 9/10 through systematic, continuous experimentation.

***SMP GmbH (acquired by Symrise)**, Munich, Germany (Onsite)*

Startup Advisor, October 2018 - September 2019 (1 year)

- **Reduced perfume return rates** from 4.3% to 2.3% for online sales through improved customer satisfaction with personalized Scent AI.
- **Steered customer development and refined AI algorithms**, contributing to the company's acquisition.

***innogy**, Essen, Germany (Hybrid)*

Director Product Management, September 2018 - April 2019 (8 months)

- **Tripled smart home device sales** to 9,000 units per quarter by synchronizing continuous product discovery and improvement initiatives.
- **Accelerated time-to-market for new product bundles** from three weeks to three days, focusing on Amazon.

***Mozilla Open Innovation**, USA & Europe (Remote)*

Product & UX Strategy Lead, March 2018 - August 2018 (6 months)

- **Designed a global collaboration platform**, increasing engagement by 40% through enhanced security measures.

DelighteX (JetBrains incubator), Munich, Germany (Onsite)

Head of Product Management & UX

September 2013 - January 2018 (4 years 5 months)

- **Drove user growth from 50 to 25,000 monthly** after transitioning from CoachingSpaces to CoSpaces, focusing on US and Asia markets.
- **Introduced a freemium model for CoSpaces Edu**, doubling license sales and earning the AASL Best Apps for Teaching & Learning award.
- **Identified MERGE Cube as a strategic partner**, boosting acquisition, and initiated partnerships with ASUS, Google and Microsoft Education.

envis precisely GmbH, Munich, Germany (Onsite)

Co-Founder & UX Lead

January 2009 - December 2013 (5 years)

- **Grew a design agency to six employees**, securing clients like BMW & Deutsches Museum.
- **Pioneered the BMW in-car vision**, influencing BMW's first i8 and i3 UI, setting new standards in user experience.
- **Leading the Google Play Store in the first month**, after revamping Skoobe's Ebook Flatrate app

PUSH Conference
Co-Founder & Organizer
June 2012 – October 2019
Achievement: Sold out an international conference with 600 guests every year since launch

LMU University Munich
Guest Lecturer for UX Design
April 2016 – January 2019

KEY CERTIFICATIONS

- **Enhancing the Design Thinking Process with AI** by Steffi Kieffer (revelate)
- **Product Leadership** by Jeff Patton& Jeff Gothelf
- **Design Sprint Masterclass** by Jake Knapp
- **Certified Scrum Product Owner & Scrum Master** by scrum.org

PUBLICATIONS

- **Book:** 52 Steps – Your Companion for Self-Reflection as a Product Manager
- **Keynotes**: Speakerdeck
- **Papers:** Researchgate

LANGUAGE PROFICIENCY

German: Native
English: Full Professional

PERSONAL ACHIEVEMENTS

- Father of two & Hobby-DJ
- Half-marathon in 1 hour, 43 minutes
- Viral Basketball video with 1.8 million views
- Viral infographic "Disciplines of UX" on Fast Company
- Bezirksliga champion with FC Bayern Basketball IV
- 2x Spartan Race Finisher