Hello, I'm Thomas Gläser, a seasoned Moonshot Orchestrator with 14 years of experience dedicated to transforming imaginative product visions into the sphere of realisation. I bring a unqiue blend of empathy, intuition, and analytical acumen to empower teams and drive lasting business success.

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WORK EXPERIENCE

New Work SE
Apr 20 – Current · 3yr 8 mos · 1,500 employees · Germany, Switzerland, Austria, Iberia

Director Product Experience · onlyfy
Aug 22 – Present · 1 yr 4 mos · 500 employees · Vienna, Barcelona, Munich & Hamburg · Full-time, Remote
- Architect of onlyfy 2025 vision, defining and showcasing the future of seamless recruiting experience for the whole organisation as the north star.
- Initiated and led AI experimentation, producing the Job Ad Creator and Candidate Pre-Screener tools, elevating job matching accuracy and description generation.
- Initiated foundational Jobs-to-be-Done (JTBD) research in the mid-market sector, informing product strategy and user experience enhancements.
- Managed an 18-person UX team, harmonizing cross-functional efforts across four locations to align with strategic product initiatives and market innovation.

Director Product · XING Events
Apr 20 – JJul 22 · 2 yrs 4 mos · 100 employees · Munich & Barcelona · Full-time, Remote
- Led XING Events' strategic response to COVID-19, gaining board approval for a new live video line and maintaining revenue through focusing on event marketing.
- Steered a 12-member team in enhancing the Event Marketplace, using AI tools for content integrity and personalized event recommendations to drive engagement.
- In sync with the Leadership team, crafted a vision prioritizing events to boost activity, owning the roadmap for marketplace, groups, and event manager.
- Fostered a transparent team culture, instilling values and strategic frameworks that heightened platform engagement and improved user profile quality.

Head of Product · Ryte GmbH · Interim
Sep 19 – Jan 20 · 5 mos · 100 employees · Hanoi & Munich · Hybrid
- Navigated RYTE's product strategy, ensuring short-term wins were aligned with a long-term outlook, and balanced tech debt reduction with continuous innovation.
- Overseeing the AI-driven initiative for SEO Anomaly Detection, significantly reducing manual analysis time and enhancing digital marketing efficiency.
- Managed and mentored a team of six product managers and designers, refining processes for increased user engagement and revenue, while preparing a successor to uphold and advance these initiatives.

Director Product · Arduino SA · Contract
May 19 – Sep 19 · 5 mos · 270 employees · Malmö & Turin · Hybrid
- Championed customer-centricity within Arduino's Education unit, refining products and pioneering new concepts through established discovery rituals.
- Unearthed a lucrative customer segment with a spending potential 10x greater, simultaneously bolstering team assurance in product delivery.
- Led a 10-person team, working closely with the Managing Director and Co-founder, employing strategic tools like the Value Proposition Canvas and User Story Mapping to guide development.

Startup Advisor · SMP GmbH – acquired by Symrise · Contract
Oct 18 – Sep 19 · 1 yr · 3 employees · Munich · On-site
- Championed the Scent AI project, enhancing an AI algorithm for personalized scent diffusion, resulting in reduced returns and improved user satisfaction.
- Collaborated with SMP founders to steer product strategy, leveraging data-driven insights to refine fragrance technology and secure startup funding.
- Guided research and development efforts, establishing test setups critical for algorithmic advancements and the startup's successful exit.

ADDITIONAL EXPERIENCE

- Founder & Mentor,
  PUSH UX Community
  Jan 17 – Present · 6 yrs 11 mos

- Trainer for Lean UX & Product Discovery,
  Brainbirds GmbH
  Jul 18 – Aug 20 · 2 yrs 2 mos

- Co-Founder & Organizer,
  PUSH UX Conference
  Jun 12 – Oct 19 · 7 yrs 5 mos

- Guest Lecturer for UX Design,
  LMU University Munich
  Apr 16 – Jan 19 · 2 yrs 10 mos

EDUCATION

- BA Interaction Design,
  University of Applied Science,
  HfG Schwäbisch Gmünd (Bauhaus Successor)
  2005 – 2008 · 3 yrs

- University of Applied Sciences
  Entrance Qualification in Business Studies,
  FOS Augsburg, 1999 – 2001 · 3 yrs

PROFESSIONAL DEVELOPMENT

- "AI Essentials" by Ben O'Hear (revelate)

- "Enhancing the Design Thinking Process with AI Tools" by Steffi Kieffer (revelate)

- "New Work Leadership Program (Advanced)"

- "Passionate Product Leadership" by Jeff Patton & Jeff Gothelf

- "Design Sprint Masterclass" by Jake Knapp

- "Solving Complex Problems through Design Thinking" by Brainbirds

- "Applying Lean Startup & Customer Development" by Thomas Hartmann

- "Certified Scrum Product Owner & Professional Scrum Master" by scrum.org

- "Fundamentals of Systemic Constellations"

- "Non-Violent Communication"

- "Basics of ZRM (Zürcher Resource Model)"

Product Leadership Consultant · innogy SE · Contract
Sep 18 – Apr 19 · 8 mos · 8,300 employees · Essen · Hybrid
- Coached C-level executives and POs to catalyze innovation and define USPs in the Smart Home unit. Guided cross-disciplinary teams in adopting collaborative approaches, enhancing the Smart Home unit's growth and market positioning.
- Tripled sales via an optimized Amazon seller account and reduced social media CPO by 4x. Instrumental in the formation of a new smart home department, focusing on cross-functional synergy to continue to amplify success.

Product Strategy Consultant · Mozilla Open Innovation · Contract
Mar 18 – Aug 19 · 6 mos · 1,500 employees · USA & Europe · Remote
- Led the product vision and UX concept for the 'DinoPark' project, aimed at enhancing volunteer and employee collaboration within a truely remote team.
- Played a pivotal role in enterprise collaboration and IT security, facilitating the integration of Open Authorization standards for the open-source community.
- Conducted comprehensive user and market research, setting the stage for a successful product launch one year later.

Head of Product & UX · Delightex GmbH – JetBrains Incubator
Sep 13 – Jan 18 · 4 yrs 5 mos · 40 employees · Munich & St. Petersburg · On-site
- Spearheaded Delightex's strategic pivot from a coaching platform to CoSpaces, an award-winning educational tool for AR/VR spaces, driving global adoption, notably in the US and Asia contributing to the firm's expansion.
- Led design and product teams in developing 'AI Arena', enhancing interactive learning in coding and ML.
- Influenced business growth by identifying new opportunities and forging strategic partnerships, guiding the company through a product evolution.

Head of UX & Co-Founder · envis precisely GmbH
Jan 09 – Dec 13 · 5 yrs · 8 employees · Munich · Full-time, On-site
- Founded and nurtured a boutique agency, securing key accounts, including BMW and the Deutsche Museum, while overseeing customer acquisition and agency growth. Led the 7-year in-car vision for the BMW iDrive.
- Innovated with cutting-edge tech to develop interactive museum installations and forward-thinking concepts, notably leveraging Microsoft HoloLens and Generative Design for immersive experiences.
- Diversified the agency's portfolio with pivotal projects, streamlining logistics processes, and boosting digital engagement, such as the successful launch of Skoobe's highly-rated Android app, which led the German Google Play Store.

Interaction Designer · BMW Group
Mar 07 – Dec 08 · 1 yr 10 mos · 120,000 employees · Munich · Full-time, On-site
- Developed interaction concepts for BMW Radio Professional and iDrive, leading trend research that garnered company-wide recognition.
- Initiated in-house experimentation by introducing team members to prototyping tools for hardware like Arduino and software such as Adobe tools.

PERSONAL ACHIEVEMENTS

- Father of two and an awesome husband
- Took up DJing during the pandemic
- Lost 18 kg and completed a half-marathon in 1 hour and 43 minutes
- Infographic "Disciplines of UX" featured on FastCompany: [bit.ly/uxgraphic](bit.ly/ux-graphic)
- Basketball video with 1.8 million views: [youtu.be/SzWMPzbgebw](youtu.be/SzWMPz-bgebw)
- Regional league champion with FC Bayern Munich Basketball IV
- 2-time Spartan Race Finisher
- Bavarian State Prize for Young Designers in 2008
- Red Dot: Best of the Best Concept Design in 2008

SELECTED TALKS & PUBLICATIONS

- How to track Lean Experiments bit.ly/trackexperiments (german) bit.ly/tracklean (english)
- From method to mindset at Dygitized 2020: youtu.be/a7APCpMt2fk
- Clear Focus with JTBD: bit.ly/jtbdfocus (german)
- Learning and leading on the cutting edge bit.ly/leadlean
- Good vs bad research questions: youtu.be/jrdn1MSiCqE
- More: speakerdeck.com/thomasglaeser researchgate.net/profile/Thomas-Glaeser-2

PROFESSIONAL REFERENCES

»Thomas is an inspiring leader, excelling in strategic thinking and coaching. He empowers others to achieve their goals, known for dependability, empathy, and positive outlook. Thrives in strategic roles with hands-on delivery, best suited for innovative environments.«

Henrik Mitsch
Senior Manager,
Mozilla Open Innovation

»Thomas is an exceptional problem-solver, adept at asking the right questions and thinking outside the box. He tackles complex issues from multiple angles and consistently finds unique solutions.«

Eugene Belyaev
Co-founder,
Delightex & JetBrains

»Thomas has exceptional strategic skills, I have rarely come across people who unite a very strong analytical and creative side like he does. Thomas managed to built bridges to other business units and clusters like no one before him in the org, which helped to support our business.«

Kati Rittberger
Managing Director,
XING Events

»The drive and passion Thomas brought to our teams was outstanding. I value his deep methodical understanding and pragmatic hands-on mentality, which helped us to pivot our initial ideas and find new opportunities for our business in no time.«

David Cuartiellis
Co-founder,
Arduino