



MARTIN HECKMANN

50% PRODUCT NERD, 50%
METHOD & PROCESS WHISPERER ·
100% 改善 (KAIZEN)

PROFILE

Product Leader & Agile Coach with 20+ years shaping digital products and organizations – from B2B marketplaces to consumer platforms, scale-ups to corporates. I bring structure to complexity, clarity to teams, and momentum to ideas. Method-driven, people-focused, and always working towards better – not just more.

SKILLS

PRODUCT

LEADERSHIP

B2B

B2C

STRATEGY DEV

OKR

ROADMAPPING

AGILE COACHING

SCRUM

KANBAN

CONTACT

Lychener Str. 4
10437 Berlin

martin.heckmann@gmx.net

EXPERIENCE

Head of Product

mobile.de / 2018 - 2025

Product Leadership Across Dealers, Product Ops & Consumer Experience · Driving Strategy, Teams & KPIs · Accelerating Dealer Tool Adoption · Member of Product & Tech and BizOps Leadership Teams

Lead Product Manager

mobile.de / 2016 - 2018

Bridged the Two Worlds: Mobile.de & MOTOR-TALK · Led Product Team · Drove KPI-Focused Strategy and Roadmap to Deliver on M&A Objectives · Unlocked Brand Synergies

Agile Process Master

MOTOR-TALK.de / 2013 - 2016

Coached Product & Tech Teams in Agile Practices to Improve Time-to-Market · Strengthened PM & QA Roles · Scaled Agile with Company-Wide Tools & Methods

Senior ScrumMaster / Agile Process Manager

MyHammer / 2011 - 2013

Brought Agile to Life Across IT & Stakeholders to Boost Efficiency & Development Speed · Drove Scrum/Kanban Adoption · Facilitated Key Rituals & Cross-Team Collaboration

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EXPERIENCE

Senior Project Manager

MyHammer / 2010 - 2011

Led Platform Projects End-to-End · Optimized IT Processes with Jira & Confluence · Bridged Teams & Leadership · Co-Introduced Scrum with IT

Senior Product Owner

Spreadshirt / 2007 - 2010

Led Key Partner Shop Initiatives · Built Scalable B2B/B2C Tools and Drove Redesign of the Shop Partner User Area · Co-Created Custom Solutions with Sales (e.g. CNN.com)

Senior Product Manager

eBay Germany / 2004 - 2007

Focused on Buying, Motors & Classifieds · Led mobile.de Integration into eBay Core and New Classifieds Format Launch · Bridged German Market and Global Product & Tech Teams

Regional Industry Group Specialist

SAP / 2003 - 2004

Rolled out mySAP SRM Across EMEA with Focus on Strategic Sourcing · Created Training Materials and Delivered Sales & Consulting Trainings · Collaborated with Product & Tech During Specs & Design Phase

Product Management Specialist

SAP / 2000 - 2003

Led Global Rollout for SAP Enterprise Buyer / mySAP SRM · Built Demo Systems for Presales & Consulting · Ran Roadshows, Trainings & Event Support

Marketing Specialist

SAP / 1999 - 2000

Marketed SAP Internet Sales & E-Procurement · Developed Campaign Plans & Budgets · Briefed Analysts · Created Materials, Events & Supported Global Pricing

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EDUCATION

Diploma in Business Administration

Hochschule Worms (University of Applied Sciences) / 1994 - 1998

Degree in Transport and Tourism Management · Focus on Marketing, Economics, Transport & Hospitality · One Semester Abroad at IAE Université Montpellier, France

Apprenticeship in Hotel Management

Queens Hotel Karlsruhe / 1990 - 1992

IHK-Certified Apprenticeship in Hotel Management · Trained Across Hotel Operations incl. Front Office, F&B, Kitchen Basics, Event Planning & Purchasing

Abitur (German High School Diploma)

Thomas-Mann-Gymnasium Stutensee / 1988

German University Entrance Qualification (Abitur) · Specialising in Natural Sciences and Languages

LANGUAGES

GERMAN	(native)	<div></div>
ENGLISH	(fluent)	<div></div>
FRENCH	(int.)	<div></div>
SPANISH	(int.)	<div></div>

BEYOND

TRAVEL

BLOGGING

TENNIS

PIANO / GUITAR

HIKING

READING

PHOTOGRAPHY

FITNESS BOXING

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