

# JULIA REICHSTEIN

born 25th February 1988 in Leipzig



## CONTACT

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## PERSONAL PROFIL

- over 10 years of experience in leading projects and 4 years of experience in product management
- Focus on strategic planning, roadmap creation, team leadership
- Studied "Design" (B.A.) with a focus on communication design
- Currently pursuing a part-time MBA in "General Management & Digital Business" (expected completion 10/2025)

## LANGUAGES

German (mother tongue)

English (business fluent)

## NEXT TO MY JOB

What is important to me: Spending time with my family.

I have a keen interest in furthering my education - specifically in the professional field but also on the topic of sustainability. Additionally, I support WWF and The Ocean Cleanup in their environmental activities.

## PROFESSIONAL JOURNEY – CURRENT JOB

### Product manager

Engel & Völkers Technology GmbH (August 2022 - today)

**As a Product Manager, I am responsible for the digitization of Anti-Money Laundering processes (AML, KYC) as well as GDPR-relevant processes (data handling, deletion processes, data exchange, customer consents) and their integration into the B2B platform (CRM) at the EU level.**

### What do I do as a product manager at Engel & Völkers?

#### Strategic product planning

Leading initiatives to increase product success and value

#### Identification and analysis of growth potentials

Analyzing market trends and customer needs

#### Agile leadership and team management

Technical leadership of agile, interdisciplinary, and multilingual product teams, including developers, designers, and marketing experts

#### Product roadmap development

Developing and executing strategic roadmaps for product planning, taking into account time and resource availability

#### Goal-oriented planning and KPI analysis

Establishing and monitoring clear goals (Vision, North Star, milestones) as well as setting and analyzing relevant metrics to measure product success

#### Product backlog management

Prioritizing features and functions, managing implementation by creating epics, stories, and tickets for the development team

#### Stakeholder communication and marketing management

Communicating with internal and external stakeholders, including creating compelling product presentations as well as content for website presentation

#### In-depth market and user analysis

Conducting market and user analyses to define customer requirements

Business language: English



## SOFTWARE

Tools and Software I use:

### General & documentation:

Macbook / PC  
Atlassian Jira / Confluence  
Google Suite (Spreadsheet, Docs, Slides)  
ChatGPT  
Airtable

### Communication & collaboration:

Miro / Lucidboard  
Slack & Microsoft Teams

### Marketing, design & UX

Figma  
Hotjar  
Wordpress  
Sitejet  
Canva

### Engineering, testing & QA:

GitLab  
Hasura / GraphQL  
Swagger  
Postman

### Data analysis:

Datadog  
Tableau  
Excel  
Metabase

### Others:

Lokalise  
Freshdesk  
Personio

## WORKING METHODS

### Scrum & Kanban

Depending on the team, I switch between the methods Scrum or Kanban.

### OKR

Defining measurable personal and team goals is an important component and provides orientation.

### Hands-on & Pro-activ

Identifying, addressing, and solving issues and problems is a central element of my work.

### Feedback

Whether in retrospectives for team strengthening or individually - constructive feedback is important.

## PREVIOUS JOBS

### Head of "Managed Website Services"

myhotelshop (Rategain company) (May 2020 - July 2022)

**As a Team Lead and Product Manager, I was responsible for the success of the B2B2C SaaS products "Hotel Website" & "Digital Guest Directory".**

**Strategic product planning and goal setting:** Designing product innovations, including the development and implementation of OKRs for goal tracking

**Team leadership:** Technical and disciplinary team leadership, team development, and promotion for an efficient and motivated team

**Budget planning and reporting:** Team and product reporting to executive management to ensure transparency and strategic decision-making

**Innovation leadership and process optimization:** Proactive identification and implementation of new ideas, processes, and product offerings

**Agile backlog and roadmap management:** Responsibility for prioritizing and planning the roadmap for website projects

**Market and user research:** In-depth analysis of the Customer/User Journey and conducting UX research and tests (quantitative/qualitativ)

**Web development and management:** Planning and creating custom websites with content management systems

Business language: English

### Graphic & web designer

Klickkomplizen (August 2015 - April 2020)

Project management and execution of various design and marketing projects with a focus on web design and corporate design

### Art Director

Dima Immobilien (March 2012 - July 2015)

Management of the design and marketing activities for Dima Immobilien

## EDUCATION

### AKAD University

General Management & Digital Business - MBA

Expected completion (Oct. 2025): Master of Business Administration

Areas of study include marketing management, human resource management, strategic management and controlling, technology management, business development, international management, digital business and digital transformation, digital management, digital leadership

### University of Applied Sciences Anhalt

Design - Bachelor of Arts, Degree 2012

Focus: Communication, Corporate & Web Design

### DPFA

Design Technical Assistant, Degree 2009

A-levels - Degree 2006