



Martin Behrendt

Senior Product Manager with a Technical Focus Product Strategy | Team Leadership | Technical Product Management

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PROFILE

Senior Product Manager with a technical focus and more than 15 years of experience in digital products. I combine product strategy, technical understanding and leadership to turn complex problems into effective products. My experience ranges from product discovery and roadmapping to technical platforms, e commerce and the functional and disciplinary leadership of engineering teams. Facilitation and AI assisted implementation complement my profile with a strong focus on effective collaboration and pragmatic technical delivery.

LANGUAGES

German ●●●●●
English ●●●●●

CERTIFICATIONS

d-force academy Certified Specialist: Addressable TV
d-force GmbH

d-force academy Certified Specialist: Connected TV
d-force GmbH

Active Agent Certified Professional: Programmatic Advertising

ADITION technologies AG

DSB TÜV Süd
TÜV SÜD

Workflow Specialist Certificate
Asana

STRENGTHS

💎 Clarity in Complex Situations

I reduce complexity, structure decisions and create focus. At the same time, I enable teams to take ownership and make effective decisions.

EXPERIENCE

Team Lead & Senior Product Manager 10/2021 - Present esome advertising technologies GmbH Hamburg, Germany

Senior Product Manager since 2019, additionally taking on Team Lead responsibilities in 2021 with functional and disciplinary leadership of a five-person engineering team. Since 2024, also working across the organisation as a Facilitator.

- Responsibility for product strategy, roadmap, discovery and prioritisation of digital products and platform solutions in Programmatic Advertising.
- Product ownership for the development and continuous improvement of a Meta DSP and a Creative Validator for the automated validation of advertising creatives.
- Management of the product development lifecycle from analysis and concept development through implementation and launch to KPI-based evaluation and continuous improvement.
- Translation of business requirements, technical dependencies and commercial objectives into well-founded product decisions and actionable priorities.
- Functional and disciplinary leadership of a five-person engineering team, including employee development, individual growth and sustainable team structures.
- Technical responsibility for existing services, including ensuring reliable operations and independently implementing required changes following organisational restructuring.
- Conceptualisation and AI assisted implementation of production applications for status automation, personalised creatives and privacy conscious out of office communication.
- Facilitation of multiple teams, including workshops, retrospectives and decision making formats, as well as support for self organisation, conflict resolution and continuous improvement.

Senior Product Manager 01/2019 - 10/2021 esome advertising technologies GmbH Hamburg, Germany

- Product responsibility for the concept and development of a Meta DSP in Programmatic Advertising together with a cross functional team.
- Development and management of the product roadmap as well as prioritisation of business requirements, technical dependencies and commercial objectives.
- Management of the product development lifecycle from analysis and concept development through implementation and evaluation based on key KPIs.
- Translation of complex business and technical topics into well founded product decisions and alignment with internal and external stakeholders.
- Facilitation of product and team formats and increasing responsibility for collaboration and decision making processes.

Senior Specialist Product Management E-Commerce 02/2017 - 12/2018

TOM TAILOR GROUP Hamburg, Germany

- Managed the complete replatforming of the TOM TAILOR and BONITA e-commerce landscape as Product Owner within a cross functional team.
- Migrated five online shops, PIM, MAM and all relevant interfaces, while transitioning from an outsourced model to in house operations within nine months.
- Independently introduced new PIM and MAM systems, including interface modelling, IT integration and adaptation of affected business processes within three months.
- Translated business requirements into technical priorities and acted as the central interface between shop management, engineering, UX and external partners.
- Prioritised new features and drove KPI based improvements to the customer experience.

SKILLS

Product Management ·
Product Strategy & Roadmapping ·
Product Discovery ·
Technical Product Management ·
KPI-driven Product Management ·
Stakeholder Management ·
Team Leadership & Development ·
Facilitation & Moderation ·
Process Optimization ·
AI-assisted Product Development ·
Rapid Prototyping ·
Programmatic Advertising

ACHIEVEMENTS

- ◆ Replatforming of five e-commerce shops, including the transition to in house operations within nine months and the introduction of PIM and MAM systems within three months.
- ◆ Product ownership for the development and continuous improvement of a Meta DSP and an automated Creative Validator.
- ◆ Conceptualisation and AI assisted implementation of several production applications.
- ◆ Built and led a five-person engineering team and facilitated multiple teams.

EXPERIENCE

Co-founder & Owner 04/2016 - Present
[Big Balls Hosting - Behrendt und Uhl GbR](#) Hamburg, Germany

- Built and operate a managed hosting environment for WordPress based platforms with a focus on performance, stability and operational reliability.
- Migrate and technically manage customer projects, including server instances, domains and SSL configuration, as well as performance optimisation through caching, server tuning and monitoring.
- Responsible for security updates, backups and troubleshooting, while advising customers on hosting architecture and sustainable technical solutions.

Operations Manager 01/2014 - 05/2016
[BS Solutions GmbH](#) Hamburg, Germany

- Managed internal and external product and client projects at the intersection of IT, management and business departments.
- Designed and developed products from requirements analysis through technical implementation.
- Led projects and established structured working processes using Jira and Confluence, while conducting market and competitor analyses.
- Supported executive management in operational and strategic decision making and was granted commercial power of attorney with responsibility for operational and contractual decisions.

Corporate Data Protection Officer 10/2011 - 12/2013
[apprupt GmbH](#) Hamburg, Germany

- Additional responsibility for compliance with German data protection requirements and internal privacy consulting.

Product Manager 01/2010 - 12/2013
[apprupt GmbH](#) Hamburg, Germany

- Product responsibility for digital solutions in Mobile Advertising after completing vocational training.
- Planned the product roadmap and managed the full product lifecycle from requirements analysis through technical implementation in close collaboration with management and engineering.
- Conducted market, competitor and performance analyses to improve existing products and identify new product opportunities.

Founder, Operator & Author 05/2009 - Present
[Was ist hier eigentlich los? - wihei.de](#) Hamburg, Germany

- Editorial and technical operation of the independent online magazine wihei.de.

EDUCATION

Marketing Communications Specialist 01/2008 - 12/2009
[apprupt GmbH](#)