

Contact Info

DIETMAR KLOTZ

☎ +49 176 205 587 52

✉ dietmar@kloetzle..com

📍 Berlin



Skills

Product Management: Agile, OKRs, Backlog Management, Roadmap Planning

Leadership: Cross-functional Team Leadership, Stakeholder Communication, Remote Team Leadership

Technical Expertise & Compliance: OIDC/OID4VC, TR-3107, eIDAS 2.0, GDPR,

Product & Growth: AI-driven product management, data driven decision-making, A/B testing, design thinking

Education

Master's degree (FH)
Intermedia 2000 - 2004
Vorarlberg UAS

Patent

Decentralized Provision of User Data (WO2022106653A1)

Courses

Design Thinking Fundamentals (RIT 2021)

Leadership Principles (Harvard Online, 2020)

CTO/CPO

Experience

CPO / CTO

Comuny Gmbh Remote 📍

Feb 2021 – Dec 2024

- Launched a patented B2B SaaS white-label IDP, reducing operational costs by 80% while improving user privacy and security
- Secured enterprise license with Arvato driving €400k in revenue by navigating complex regulatory frameworks, including TR-3107 & eIDAS 2.0
- Navigated complex product lifecycle challenges, ensuring on-time feature releases while continuously refining P&L strategy for better cross-functional alignment
- Collaborated with key stakeholders (Gematik, PKV, Barmer) to introduce a decentralized IDP, improving customer data privacy and satisfaction using design thinking methods Implemented AI-powered product management tools, enhancing team efficiency and reducing operational bottlenecks

Head of Product

Verimi Gmbh Berlin 📍

Jan 2019 – Dec 2020

- Established a high-performing in-house product management team of 13, eliminating outsourcing costs
- Implemented Lean & Agile methodologies like Kanban and Scrum with OKRs across 5 teams
- Delivered a B2B SaaS digital identity solution for Fortune 500 companies, including VW, Deutsche Bank, Allianz, Deutsche Bahn, and Samsung
- Worked closely with cross-functional teams to implement a data driven Video-Ident strategy, leading to a 50 percentage point increase in conversion rate (from 5 to 55%), significantly reducing onboarding time

Interim Head of IT & Product Manager

Various Roles

Mar 2018 – Dec 2018

- Launched a crypto coin trading and ICO platform
- Provided lean and agile product strategy consulting for Bosch & Porsche

Product Manager, Lead Role (Yelp Business Owners App)

Yelp Hamburg 📍

Nov 2012 – Aug 2017

- Led product strategy, owned end-to-end backlog and roadmap execution with 25 engineers and designers, boosting the app user base to 110,000K DAUs, achieving 175% growth
- Implemented data-driven customer segmentation strategies, resulting in a 15% increase in user engagement and improved retention rates

Product Owner, Led Mobile

Qype Gmbh Hamburg 📍

Nov 2010 – Oct 2012

- Drove mobile B2C development and strategy, led cross-functional team of 8, doubling iOS app downloads
- Spearheaded data-driven Go-To-Market for further mobile platforms like Android, BlackBerry, Windows Phone, Nokia QT
- Facilitated a successful \$50 million buyout from Yelp, enhancing company valuation

Director, Mobile Frontend Technologies

Iconmobile Gmbh Berlin 📍

Jan 2009 – Oct 2010

- Designed and developed device-rendering platform for global brands like Microsoft, Louis Vuitton, Sony, O2 reducing implementation efforts by 60%
- Early career from 2005 at iconmobile 5 years in frontend development and technical project management, transitioning to product leadership in 2009