

# Daniel Senff

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## Senior Tech Lead

"Connecting people to build awesome things together" – Senior Tech Lead with a background in International Media & Computer Science. I bring expertise in project- and agile product management, leading cross-functional teams and stakeholder management in start-up and public enterprise environments. A quick learner with the unique skills to translate technical understanding and a passion to aim for the smallest viable solution. As a manager, I focus on enablement and building a culture of trust and growth. I learned to value outcome over output.

### EXPERIENCE

- 14 years in IT development about Ruby-on-Rails, architecture and Agile methods
- 6 years in Product management, including Customer journey, requirements- and stakeholder management
- 2 years in Consulting for Solution Architecture, Digital Products, Automation and AI

### LANGUAGES & UNIVERSITY DEGREES

- Bachelor & Master of Science in International Media & Computer Science
- German and English fluent, Basics of French, Spanish and Japanese

### HIGHLIGHTS

- Initial setup of IT services, data reporting, and implementation of core product for an early stage startup
- Concept, customer journey, and integration of MVP for submitting medical prescriptions
- Wrote requirements documents of a 5mio software development tender
- Product manager and Lead of cross-functional project teams for support and optimization of company processes and product features.
- Concept, design and integration of half a dozen internal software tools for process optimization and digital transformation in topics sales, logistics, payment and public transport.
- Responsibility for onboarding and mentoring of new employees, workshop moderation

### PROJECTS & POSITIONS

#### FREELANCING, AUSTRIA

Aug 2025 – Today

#### FREELANCE CONSULTANT

Supporting NGOs about strategic decisions on AI and security in workshops and on-on-one sessions.

Keywords: n8n, ollama, qwen, Docker

#### WHATAVENTURE GMBH, AUSTRIA

Sep 2023 – Today

#### SENIOR TECH LEAD

Managing startup from MVP to full launch as Solution Architect and Product Manager, including IT procurement over 5m EUR. Work with external agencies and freelancers.

Technical leadership and consulting for compliant AI solutions in corporates. Mentoring of Product managers and Data scientists.

Automation of company processes between third-party applications.

Keywords: Azure, Docker, n8n, ollama, Streamlit, Python, Nocodb, Miro, QA, User-Stories, Qwen, LM Studio

#### PLUZ CARE GMBH, AUSTRIA

Aug 2022 – May 2023

#### HEAD OF PRODUCT AND ENGINEERING

Strategic Product Management and Engineering covering Roadmaps, Product journeys, concepts and implementation of Startup-MVPs in Ruby-On-Rails.

Technical Concepts and integration of third-party software integrations to partners, logistics and analytics, as well as data privacy, security requirements and business intelligence.

Keywords: API, Ruby-on-Rails, Frontend, Ruby, Javascript, Stimulus, Postgresql, Redis, CRM, QA, Rspec, User Stories, github, CRM, Miro, MVP

**WIENER LINIEN GMBH & CO KG,  
AUSTRIA**

Jan 2021 – Jul 2022

**APPLICATION MANAGER**

Technical Product Management for Public Transport App (up to 1mio MAU in Vienna). Discovery and analysis for topics in UX, API and data quality through prototyping and data visualization. Introduction of monitoring solutions and increasing visibility of KPI.

Stakeholder management between External Dev-team, Solution Architects, Support and external partners. Software commissioning and budget controlling over 800k EUR

Keywords: API, Architecture, Dynatrace, GIS, GTFS, Product, Jira, Miro, Prototyping

**MODOMOTO | CURATED  
SHOPPING GMBH, GERMANY**

(Merger with Outfittery GmbH in 2019)

Jan 2018 – Feb 2020

**PROJECT MANAGER & SOFTWARE DEVELOPER**

Project Manager & Product Manager for internal tools in Operations, Logistics, Customer Service and Marketing, and in supporting the Offboarding-customer journey for MODOMOTO. Introduced the CRM solution in Marketing, Sales and Customer Service, including setting roadmap and OKR, Scrum Master

Lead for planning and implementation of data migrations for payment and logistics data, and integration of technical processes in company mergers

Keywords: API, Ruby-on-Rails, Frontend, Ruby, Javascript, React, MySQL, Postgres, Redis, Kafka, User Stories, Scrum, REST, Jira, CRM, QA, Rspec, ERP, EDI, git

Mar 2016 – Dec 2017

**SENIOR SOFTWARE DEVELOPER**

Team Lead and Product Manager in Cross-functional teams introducing experiments to optimize sales and for conceptualizing a Product MVP launch for pivot of the company to a new subscription business model

Lead and architect for Software projects supporting internal and customer facing services using Kafka, Redis, CouchDB, PostgreSQL and asynchronous data processing running on AWS.

Keywords: Payment, CRM, ERP, Ruby, Ruby-on-Rails, Javascript, CouchDB, Jira, SQL, QA, Rspec, Redis, Postgres, User Stories, Scrum, SOAP, REST, API, Javascript, JQuery, git

Aug 2013 – Feb 2016

**SOFTWARE DEVELOPER**

Web applications around ERP-solution, customer website and fraud prevention.

Keywords: Ruby-on-Rails, Frontend, HTML, CSS, Jira, SQL, QA, Rspec, REST, Javascript, JQuery, git

**DAILYME.TV GMBH, GERMANY**

Sep 2009 – Jul 2013

**STUDENT SOFTWARE DEVELOPER**

Development of responsive web applications for a mobile video service

Keywords: Javascript, JQuery, Jira, Mobile, Frontend, HTML, CSS, API, git

**EDUCATION**  
**UNIVERSITY OF APPLIED  
SCIENCES BERLIN**

2009 – 2013

2005 – 2009

**MASTER OF SCIENCE, INTERNATIONAL MEDIA & COMPUTING (GRADE 1.3)**

Graphics processing, Web development, Game development, Semantic Web

**BACHELOR OF SCIENCE, INTERNATIONAL MEDIA & COMPUTING  
(GRADE 1.4)**

Media theory, Media production, Media law, Media programming

**ROHR GYMNASIUM GRABOW**

1993 – 2005

**A-LEVEL DEGREE (GRADE 1.5)**

