

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

WHATAVVENTURE 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, APPLICATION MANAGER

AUSTRIA

Jan 2021 – Jul 2022

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)

