

Hagen Bender

Diplom-Betriebswirt (FH)

Software & Online Media Consultant

Interim Manager

Scrum Master

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What I offer

Services:

Product Management
Scrum Product Owner
Business Analysis & Requirements Specification
Frontend Product Design / UX, Copywriting, Prototyping
Scrum Master
Project Management, IT Management
Consulting & Coaching

Product expertise:

Software, Apps & Online Media
eCommerce
Social Media
Financial Software, Billing & Payment
Individual Software & ERP Systems

Qualifications:

25 years of experience in software & online media
University degree in Business Administration
Scrum Master certification
AI Agile Coach certification
Project Management certification

Languages:

English, German (first language)

Work Samples

Product Management:	Interim Product Owner for search&book portal “hotel.de”, 2019
	Interim Product Owner for advertisement marketplace “mobile.de”, 2018
	Interim Product Owner for marketplace “MyHammer”, 2015
Functional Product Design:	Detailed prototype for web-app “My Better Life”, 2016
	Detailed requirements for checkout and payments on marketplace “otto.de”, 2011
Agile Management:	Scrum Master for Toll Collect (relaunch of German Autobahn toll), 2017
	Agile Coach & Product Consultant for app production of social network “Stayfriends”, 2016
Project Management:	Project Management for Relaunch of Online Publishing System, www.mz.de / www.volksstimme.de, 2021
	Project Management for new website of international law firm, www.cms.law, 2015
Consulting:	Consultant for Product Management and Agile Software Development at Deutsche Akkreditierungsstelle DAkkS, 2022
	Consultant for Product Management and Agile Software Development at Filmuniversität Babelsberg Konrad Wolf, 2020

My full list of references can be found here: [hagen.bender.berlin/ReferenceListHagenBender.pdf](https://www.hagen.bender.berlin/ReferenceListHagenBender.pdf)

CV

Since 2009:	Freelance Consultant & Interim Manager
2005 - 2009:	Product Manager at eBay Germany GmbH (Dreilinden bei Berlin)
2003 - 2005:	IT Product Manager at GFKL Financial Services AG (Essen)
2001 - 2003:	Managing Director and Head of Production at magic / markup online produktionsgesellschaft mbH (Berlin)
1997 - 2000:	IT Manager and Head of Web Development at pixelpark AG (Berlin)