

NIKLAS VON HEYDEN

PRODUCT & INNOVATION MANAGER



PROFILE

- Product and Innovation Manager with 5 years experience launching and scaling technology ventures
- Led team of 12 engineering, product, design and marketing professionals in all phases of product development
- Collaborated with companies like Volkswagen Group, Traton SE, Bayer AG, Mars Group, Premier League and more

EXPIRIENCE

CODE&CO. | PRODUCT & INNOVATION MANAGER | BERLIN

- 07/2018 - current
- Managed cross-functional team of 12 during Volkswagen Group Newsroom development
 - Negotiated 1 mio EUR contract volume with enterprise clients Volkswagen and Traton
 - Contributed to company takeovers worth over 50 mio EUR by advising PE investors
 - Developed and launched 2 lab products in one year, leading both projects end-to-end
 - Reduced time to market by 4x by implementing lean product development methods
 - Prepared venture strategy and go-to-market launch plan for SaaS product Kurabu

DLT CAPITAL | HEAD OF PRODUCT CONSULTING | BERLIN

- 03/2018 - 03/2019
- Raised 5.5 mio EUR for 2 companies by supporting them during ICO setup and launch
 - Increased company revenue by 35% by acquiring 2 international clients
 - Educated professionals in Blockchain use cases by speaking at 3 conferences

KEST CNC | CONSULTING INTERN | LONDON

- 09/2016 - 02/2017
- Collaborated with 1 DAX and 6 FTSE 250 companies during multiple projects
 - Advanced digital insight research for 8 international projects with Quid analysis
 - Initiated and designed improved guidelines for 30+ interns internationally

CASHBOARD | BUSINESS DEVELOPMENT WORKING STUDENT | BERLIN

- 01/2016 - 09/2016
- Improved sales by 10% by developing a cross-selling concept for 10.000+ customers
 - Designed and implemented management platform for 200+ landlords
 - Created product marketing strategy by analysing feedback from 250 users

TIRENDO | MARKETING INTERN & WORKING STUDENT | BERLIN

- 03/2014 - 04/2015
- Enabled 12% sales growth through channel optimization for 6 mio EUR media budget
 - Boosted website traffic by 26% through concept and production of viral marketing video
 - Accelerated operating speed by 2x by developing controlling system for TV-Marketing

EDUCATION

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- MEDIADESIGN UNIVERSITY | MEDIA & COMMS. MANAGEMENT B.A. | BERLIN**
- 09/2014-03/2018
- Best student of the year 2017/18 (4.0 GPA)
 - Best bachelor thesis of the year 2017/18: The Potential of Blockchain Technology – Analysis of Future Business Models
 - Major field of study: entrepreneurship, innovation & technology
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- UNIVERSITY OF BAYREUTH | BUSINESS ADMINISTRATION B.SC | BAYREUTH**
- 10/2011-02/2014
- Completed 98 of 180 credits towards bachelor's degree
 - Relevant courses included: Statistics I & II, Micro Economics I & II, Macro Economics I & II, Business Mathematics, Finance, Marketing, Accounting
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- GYMNASIUM CHRISTIANEUM | A-LEVEL (ABITUR) | HAMBURG**
- 08/2002-07/2010
- Examination subjects: Politics and Economics, German, Biology, English

SOCIAL ENGAGEMENT

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- SOWETO KIDS & YOUTH EDUCATION | FOUNDING MEMBER | BERLIN**
- 09/2014-03/2018
- Raised 80.000 EUR to provide 100+ children in Soweto with a healthy lunch for 3 years
 - Coordinated donation allocation with cooperating partner in Soweto
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- UNESCO | CULTURE AMBASSADOR SCHOLAR | QUITO, ECUADOR**
- 02/2011-08/2011
- Taught 40+ children at German School of Quito and local orphanage for six months
 - Participated in preparation and mid-term workshops in Berlin and Santiago de Chile

SOFTWARE & CERTIFICATES

Expert	- Jira Excel	AJ&Smart	- Design Sprint Facilitator
Advanced	- Google Analytics Heap Quid Sysmos Webflow Figma	Codecademy	- Web Development Course (HTML, CSS, JavaScript, Git, SQL, React)
		Udemy	- Product Management Course

LANGUAGES

German	- Native speaker	HTML	- Advanced
English	- Business fluent	CSS	- Advanced