

SIMON STEGELMEIER

Data & AI Manager • Senior BI Consultant

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PROFILE

I build data and AI products that business teams actually use. For more than 10 years I have worked for international corporations as product manager, product owner and consultant, and I have led teams of up to 10 people. At RTL Deutschland I owned the cloud data mesh platform behind RTL+ for 22 months. At National Grid I set up BI reporting for the UK gas network, a critical infrastructure project with strict disaster-recovery rules. Today I drive the Salesforce CRM Analytics+ roadmap at Vaillant Group.

My strength is translation. Requirements from business units, domains and countries become a prioritised backlog that a team can deliver. That covers data mesh and data as a product, data governance, self-service analytics and steering external vendors, which I know from both sides. AI has been part of my work since 2015: first machine learning and NLP with Python and R, today generative AI in daily product work. As co-founder of Playano I take AI products from idea to investor pitch.

I am looking for a permanent role or long-term project as Manager or Senior Consultant in data and AI, in the Rhineland/Ruhr region or remote. Available from 1 November 2026.

LEADERSHIP AT A GLANCE

Organisation	People led	What I did
RTL Deutschland	8 – 10	Assigned work, onboarded new team members, gave performance feedback, had a say in hiring and staffing
Haavest GmbH	5	Assigned work, onboarded new team members, gave performance feedback, had a say in hiring and staffing
LEGO Group	6	Assigned work and gave feedback as Scrum Master in a SAFe setup
National Grid	4	Assigned work from requirements to go-live
Volvo Trucks	4	Assigned work in a remote team across Germany, Denmark and Finland
Deutsche Post	3	Led the development team: assigned work and gave feedback

CORE SKILLS

Leadership & consulting	Team leadership, stakeholder management up to board level, data strategy, vendor and technology assessment, proposals and effort estimates, change management
Product management	Product vision and roadmap, backlog and release planning, requirements engineering (user stories, BPMN, UML), data as a product, federated governance
Data & cloud	Google Cloud Platform and AWS, some Azure; data mesh, data lakes and DWH; ETL with SQL, Alteryx and KNIME; SAP HANA/BW, Oracle, PostgreSQL, MySQL, MS SQL Server
BI & analytics	Salesforce CRM Analytics+, Tableau, Power BI, QlikSense; KPI design, dashboard and analytics app development
AI	Machine learning and NLP with Python and R, AI strategy and use-case assessment, generative AI in product work, agent products with human approval steps
Agile	Scrum, SAFe, Kanban (PSPO, PSM I); Jira, Confluence, Azure DevOps

PROFESSIONAL EXPERIENCE

Senior Product Manager & Consultant

10/2019 – present

Data Warrior® • Germany

- Own consultancy for agile product management, business intelligence and data; client engagements are listed below

- Design cloud data and analytics architectures and work with cross-functional teams on data governance and security

Senior BI Consultant, Salesforce CRM Analytics (CRMA+)

05/2026 – present

Vaillant Group · Remscheid

- Drive the Salesforce CRM Analytics roadmap, improving decisions for Sales, Marketing and Service stakeholders
- Design and build dashboards and analytics apps in CRM Analytics around the key performance indicators
- Build CRMA+ recipes and dataflows that transform and aggregate the data behind the installer and partner network analysis

Co-founder, CMO & Angel Investor, AI products

09/2023 – present

Playano Education · Hong Kong · part-time

- Build AI platforms for workforce, fundraising and sales automation
- Raisy (since 2026): reads a company homepage, builds a structured company profile and sets up specialised AI employees such as fundraiser, sales lead, recruiter and support agent. Every bot starts supervised, every external action waits for approval, and every decision is logged
- GlowTest: turns one video idea into a matrix of professional ad variants, replacing costly one-off production
- Flixn: platform for micro dramas in 90-second vertical episodes

Senior BI Consultant

12/2025 – 02/2026

Rheinmetall Aviation Services · Weeze

- Designed and built BI solutions for decision-making in manufacturing
- Integrated data from ERP systems, production systems and external sources
- Did the data modelling and tuning to meet user requirements, and maintained documentation and reporting guidelines

Senior Data Analytics & Visualization Consultant

04/2024 – 08/2024

RheinEnergie AG · Cologne/Bonn region

- Analytics for a municipal energy utility with Tableau Desktop, Tableau Server and Tableau Prep Builder; SQL, Python and R
- Requirements engineering with BPMN, UML, user stories and use cases; MySQL and PostgreSQL; Scrum and Jira

Senior Data Analytics & Visualization Consultant

04/2024 – 06/2024

Trench Group · Bamberg

- Alteryx Designer and Server administration; SAP data integration with Theobald connectors
- Workflow migration and optimisation, SQL and data modelling, technical documentation and change management

Senior Product Manager

08/2021 – 05/2023

RTL Deutschland · Remote

- Led a team of 8 to 10: assigned work, onboarded new team members, gave performance feedback and had a say in hiring and staffing
- Owned the media group's data mesh platform on Google Cloud Platform for 22 months: product vision, roadmap, platform backlog and release planning
- Gathered and prioritised requirements from several business units; managed dependencies between domain teams and central IT
- Introduced data-as-a-product principles and federated governance; coached the domain product owners in backlog management and prioritisation
- Delivered data products as the basis for analytics and machine learning use cases in the business units
- Supported the platform behind RTL+ from alpha to go-live; stakeholder management in a matrix organisation

Executive Advisor Data Mesh & Product Owner

01/2022 – 06/2022

MediaMarktSaturn · Remote

- Led a data strategy programme built on data mesh principles and advised senior leadership on data-driven decision-making
- Assessed technologies and vendors, including GCP, Qlik and SAP, against the organisation's needs
- Stakeholder management and requirements engineering across business units

Senior Data Analytics Consultant & Product Owner

03/2021 – 10/2021

Fresenius Medical Care · Bad Homburg

- Product owner of a cloud analytics platform in a regulated, international environment
- Built and maintained the product roadmap in line with business goals and regulatory requirements

- Created reporting for executive stakeholders with Microsoft Azure and Tableau; requirements engineering for an international user base

Marketing Strategist & Product Consultant

11/2020 – 01/2021

Kinpoint GmbH · Düsseldorf

- Managed the Salesforce CRM rollout and improved customer relationship processes
- Developed content strategy and ran targeted social media campaigns

Scrum Master

02/2020 – 06/2020

LEGO Group · Billund, Denmark

- Led a team of 6 in a SAFe setup as Scrum Master for the Demand Planning Application Development team
- Kept sprints running and made sure user-reported bugs were handled quickly, so the demand planning tools stayed up while the team built new applications and data foundations
- Azure DevOps, Tableau, SAP HANA, MySQL, AWS

Senior BI & AI Strategy Consultant

12/2019 – 02/2020

European Space Agency (ESA) · Rome area

- Designed a data lake architecture and an AI strategy
- Set up data engineering processes for integration and reporting; aligned machine learning initiatives with organisational goals

Senior Product Manager & SVP Digital

10/2017 – 10/2019

Haavest GmbH · Düsseldorf area

- Managed the BI and data product portfolio for corporate clients
- Led a team of 5: assigned work, onboarded new team members, gave performance feedback and had a say in hiring and staffing
- Owned product strategy and roadmap prioritisation for key clients; product owner for backlog and requirements on client projects
- Built the AI offering with machine learning and NLP; client engagements listed below

Senior BI Consultant & Product Owner

04/2019 – 09/2019

Telefónica Germany · Munich

- Solution architecture for an IT transformation; managed service reporting with Tableau, Oracle DWH and KNIME
- Data science strategy, data engineering and integration, data governance

Senior BI Consultant

02/2019 – 04/2019

Lloyd Fonds AG · Hamburg area

- Solution architecture for an AI-based portfolio reporting tool; data engineering, governance and stewardship with Tableau and AWS

Senior BI Product Owner

04/2018 – 11/2018

Union Investment · Frankfurt/Rhine-Main

- Set up an on-premise Tableau self-service analytics environment
- Developed the strategic framework for self-service analytics and AI; established data governance for compliance and data quality

Senior BI Consultant & Product Owner

01/2018 – 03/2018

FACT Informationssysteme & Consulting AG · Neuss

- Solution architecture for a Tableau BI platform; data engineering, data modelling, dashboards and ETL with MS SQL Server, Alteryx and KNIME
- Data governance and user management in Active Directory groups

BI & Data Engineering Expert

11/2017

Publicis Pixelpark · Berlin

- Built dashboards in Tableau and Power BI for a client pitch, including ETL and data modelling

Advanced Analytics Coach (workshop)

10/2017

innogy Consulting · Ruhr area

- Ran workshops from descriptive to prescriptive analytics with case studies in Tableau, Alteryx and Exasol on smart-meter data

BI Product Expert

09/2017

HeidelbergCement · Heidelberg

- Solution architecture for a Tableau BI platform with SAP HANA and BW sources; data governance and user access in Active Directory

Product Owner & BI Expert

03/2017 – 09/2017

Deutsche Post · Cologne/Bonn region

- Led the development team of 3 that built an on-premise Tableau self-service analytics platform
- Agile coaching, data engineering and dashboard development; data governance and user management in Active Directory

Digital Business Integration Consultant

05/2016 – 09/2017

Accenture · Düsseldorf area

- Product owner and certified Scrum Master on client projects for National Grid, Volvo Trucks, Deutsche Post and HeidelbergCement
- Built data workflows with SQL and ETL; implemented BI solutions with Tableau and Power BI

BI Expert & Scrum Master

12/2016 – 02/2017

Volvo Trucks · Gothenburg area

- Led a remote development team of 4 across Germany, Denmark and Finland: sprint planning, daily stand-ups and reviews
- Built data models and visualisations in QlikSense; solution and server architecture, deployment and cloud migration

BI Product Owner

05/2016 – 11/2016

National Grid · West Midlands, UK

- Set up the BI reporting for the UK gas network on telemetry and other complex data, a critical national infrastructure project
- Replaced legacy systems with an end-to-end Tableau platform, highly available across more than 20 servers under strict disaster-recovery protocols
- Led a team of 4 from requirements to go-live: 10 dashboards with more than 50 tabs for over 150 users

Data Scientist & BI Expert

09/2015 – 10/2015

Accenture · Düsseldorf area

- NLP, text mining, clustering and classification with R and Python; Tableau implementation for an R text-mining algorithm; benchmarking of text-mining software

EARLIER EXPERIENCE

SVP International Business Development & Sales

07/2014 – 06/2016

Invictus International · Global

- Business development and market analysis; web analytics; online marketing with SEO, SEA and conversion tracking

Entrepreneur in Residence

09/2013 – 11/2013

Hanse Ventures BSJ GmbH · Hamburg

- Business development and web analytics for an online couponing and affiliate marketing model

Industrial Management Trainee (apprenticeship)

09/2007 – 07/2010

Henkel AG & Co. KGaA · Düsseldorf

- Subsidiary controlling: built an Excel reporting tool for non-consolidated companies
- Supply chain management: production and machine utilisation planning in SAP; project assistant to the Corporate VP Human Resources

EDUCATION & CERTIFICATIONS

2014 – 2016	MSc International Business (Strategy & Innovation), Maastricht University
2010 – 2013	BSc Economics & Business Economics, Maastricht University; semester abroad at Seoul National University, College of Business Administration (2012 – 2013)
Certifications	Professional Scrum Product Owner (PSPO), Professional Scrum Master I (PSM I), The Data Scientist's Toolbox, Getting and Cleaning Data, Exploratory Data Analysis
Languages	German and English (native), French (conversational), Italian, Spanish and Dutch (elementary)
Volunteering	Chapter Lead, EBBC Global – Entrepreneurial Business Book Club (04/2021 – 05/2023)