

HELMUT FRITZ

☎ +4915255777427

✉ helmut.fritz.v@gmail.com

🖱 www.linkedin.com/in/hfritz

📍 Berlin, Germany

Summary

Product executive with 10+ years leading large-scale digital transformation, product organisation evolution, and scalable product ecosystems across complex international businesses. Proven track record guiding companies through hypergrowth, acquisitions, mergers, and strategic business model shifts, while building customer-centric, discovery-led product organisations that scale across markets, teams, and millions of users. Recognised for strong people leadership, coaching high-performing product teams, and creating collaborative environments where individuals feel empowered to contribute, grow, and lead through change. Extensive experience leading distributed international teams across multiple regions and time zones, spanning Europe, Latin America, North America, APAC, and the Middle East. Strong commercial ownership across revenue, retention, lifetime value, margin, and operational efficiency levers, with deep experience scaling cross-functional teams and product operating models.

Experience

Kattan People 📍 Berlin, Germany

Fractional Head of Product

Nov 2025 - Present

- Advising companies on product strategy, operating model design, and organisational effectiveness during periods of scale-up and transformation.
- Partnering with founders and senior leadership teams to improve decision-making frameworks, product prioritisation, and alignment between customer outcomes and business goals.
- Supporting the evolution of product organisations toward more scalable, discovery-led, and outcome-oriented ways of working.

Just Eat Takeaway.com 📍 Berlin, Germany

Senior Group Product Manager

Jan 2023 - Apr 2025

- Led a product organisation of 50+ FTEs (4 direct reports) across multiple squads and disciplines within the customer-facing menu experience across app and web, building scalable team structures and decision-making processes to support growth across 20+ international markets.
- Owned commercial outcomes for a €400M+ GMV/year product area, driving revenue growth, retention, repeat usage, margin optimisation, and operational efficiency in close partnership with commercial leadership.
- Defined and executed the product strategy and roadmap, aligning priorities to measurable customer and business outcomes, feasibility, and long-term scaling potential.
- Built and coached high-performing distributed product teams across Europe, fostering strong asynchronous collaboration, psychological safety, and clear ownership through periods of rapid growth and organisational change.
- Led cross-market standardisation and senior stakeholder alignment during the consolidation of Just Eat and Takeaway.com products, creating scalable product foundations and consistent customer journeys across global markets.
- Partnered with AI/ML & Data Science teams to design and launch an AI-powered experience, enhancing the ordering experience for millions of users, which generated over €100M GMV/year.
- Established value tracking and operating cadences (OKRs, KPI reviews, ROI cases), enabling teams to scale decision-making and ensuring delivery translated into measurable business outcomes.
- Ensured compliance across multiple regulations and markets, mitigating risk and avoiding significant fines (multi-country governance) saving over €600M/year.

Group Product Manager

April 2019 - Dec 2022

- Led the Platform product area with cross-functional organisation of 20+ FTEs (2 direct reports), owning account management, loyalty programs, and foundational product services that enabled other teams to scale across multiple international markets.
- Defined and executed multi-year product roadmaps aligned with commercial objectives, retention KPIs and contribution margin impact.
- Scaled account management and loyalty capabilities across markets, improving key retention KPIs, including +12% repeat order retention, +75% average order frequency for StampCard users, and stronger customer lifetime value through loyalty and subscription initiatives contributing ~€240M GMV/year.
- Introduced scalable product discovery and prioritisation frameworks using a simplified RICE model (impact vs effort) combined with strategic fit scoring, supported by a dual-track discovery and delivery process, reducing planning cycle time by 25% and improving delivery predictability across teams.
- Introduced frameworks that improved team effectiveness and cross-department collaboration during major organisational transformation and business scaling phases, while maintaining high team morale. Those reduced project delivery timelines by 10%.
- Drove the product organisational evolution from feature-led delivery toward a more discovery-led, customer-centric and outcome-oriented product culture.
- Conducted competitive intelligence and market analysis to inform strategic positioning and differentiation initiatives.
- Presented product strategy, performance metrics, and investment cases to senior leadership, influencing roadmap direction and resource allocation.

Delivery Hero 📍 Berlin, Germany

● Senior Product Manager (Acquired by Takeaway.com)

Jan 2019 - Mar 2019

- Led the transition of Delivery Hero's German brands (Pizza.de, Lieferheld, and Foodora), following the acquisition by Takeaway.com, maintaining product stability and commercial continuity during the migration period while supporting the phased consolidation onto a single scalable platform.
- Worked across product, engineering, operations, and commercial teams to minimise disruption, maintain business performance, and support a large-scale post-acquisition platform integration and migrations.
- Supported teams through the organisational change, helping them adapt to new structures and ways of working, which contributed to my progression into people management.

Simplesurance GmbH 📍 Berlin, Germany

● Senior Technical Product Manager

Aug 2015 - Dec 2018

- Led cross-functional product teams and strategic initiatives that improved customer experience, operational efficiency, and commercial performance at scale across both B2B and B2C channels.
- Owned product strategy and roadmap execution across digital insurance products, B2B partner solutions (including plugin, API, and white-label offerings), and internal operational tooling, working closely with commercial, engineering, and operational stakeholders.
- Supported international expansion initiatives, helping launch new B2C market sites in the UK, France, and the Nordics.
- Reengineered the back-office claims tool, reducing handling time by ~60% and materially improving operational scalability.
- Delivered product enablement and go-to-market support across commercial and operational teams.

Dievision Agentur für Kommunikation GmbH 📍 Berlin, Germany

● Product Manager

Nov 2014 - Jul 2015

- Led end-to-end product delivery across client and internal digital initiatives, aligning roadmap priorities with business goals and customer needs.
- Drove retention and loyalty-focused product improvements through close collaboration with cross-functional teams and external stakeholders.

Koombea, Inc 📍 Barranquilla, Colombia

● Team Lead & Product Manager

Mar 2013 - Oct 2014

- Transitioned from engineering into product and people leadership, managing a team of ~15 FTEs.
- Led multi-product development initiatives through a cross-functional team spanning engineering, design, and delivery, partnering closely with clients to define requirements, roadmaps, and successful execution plans.

Backend developer

● Experteer GmbH 📍 Munich, Germany

Sep 2011 - Feb 2013

● Vilango GmbH 📍 Linz, Austria

Jun 2010 - Jun 2011

● Koombea, Inc 📍 Barranquilla, Colombia

Nov 2008 - May 2010

Education

● **Software Project Management** Master's degree
Universidad Politécnica de Madrid 📍 Madrid, Spain (2013-2015)

● **Computer Science Engineering** Bachelor's degree
Universidad del norte 📍 Barranquilla, Colombia (2003-2008)

Languages

Spanish Native

English Bilingual proficiency

German Elementary proficiency