Jonas Bayer

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Data driven web development expert with experience in top-management consultancy and building a software startup. I love to tackle new ideas and challenges in the field of web technologies and AI.

Education

Ludwig-Maximilians-Universität München

since 10/2021
Munich, Germany

Master's Program in *Management & Digital Technologies (M.Sc.)*
3.4 GPA (*good*)
Skills: *Software Development • E-Commerce • Digital Transformation & Innovation • AI & Data Visualization in R • Interface Design • Agile Methods • Design Thinking • Priorization • Academic Writing*

UnternehmerTUM

since 09/2022
Munich, Germany

Manage & More qualifies entrepreneurial talents personally and professionally within an 18-month program to design innovations, develop business ideas and build individual leadership skills for their future careers as founders or managers
Skills: *Design Thinking • Venture Building • User Interviews • Public Speaking • Idea Creation Frameworks • Feedback Culture • Idea Validation • Problem Solving*

University of Applied Sciences Wuerzburg-Schweinfurt

10/2017– 03/2021
Wuerzburg, Germany

Bachelor's Program in *E-Commerce (B.Sc.)*
3.7 GPA (*very good*, 3% best of year)
Bachelor Thesis: Webscraping Protection and its Effectiveness (4.0 GPA)
Skills: *Web Programming • Shop Systems • Conversion Optimization • UX Design • Database • Online Marketing • Usability Design • Software Engineering*

Work Experience

CertHub

since 01/2024
Munich, Germany

Co-Founder
SaaS-platform to improve the medical device certification process enabling MedTech manufacturers launching their products year faster
- Responsible for Product Development and Operations

Skills: *Venture Building • Prototyping (Figma) • Stakeholder Management*

bavajo

since 04/2020
Wehringen, Germany

Freelancing
- Website and online shop development (WordPress and WooCommerce)
- Quantitative & qualitative website analysis and research

Example: www.roesterei-bohnenschmiede.de ↗
Skills: *WordPress • WooCommerce • Prototyping (Figma) • Google Analytics • Google Tag Manager • Conversion Optimization*

Teigpiloten

08/2022 – 11/2024
Munich, Germany

Founder
Asset-light SaaS-solution for providing the most convenient and cost-effective sales channel for local bakeries to secure supply in rural areas
- Part of LMU Incubator
- Sold > 25 k products through platform, reached > 800 unique customers
- Featured in SZ, Sat1 and BR (Newspaper, radio and TV)

Platform is taken over by Dutch competitor in Q4 2023
Skills: *Venture Building • Fullstack Development • Stakeholder Management • Tax & Finance • Public Speaking*

Adobe
06/2022 – 08/2022
Munich, Deutschland

Strategic Projects (Working Student)
Working with Top-Management, reporting to CFO Central Europe
- Reporting, optimization and automation of the Travel-and-Expense report leading to cost reduction
- Support in financial outlook planning

Skills: *Finance • Budget Planning • Excel • Organizational Structures • Top Down Communication*

Otto (GmbH & Co. KG) – Digital and Consulting (formerly Otto Group Consulting)
04/2021 – 07/2021
Hamburg, Germany

Consultant (Internship) at top management consultancy
- Supporting the transformation of OTTO as merchant to a platform business model (OTTO NEW)
- Project management including process planning and restructuring

Skills: *PowerPoint • Stakeholder Management • Consultancy Decision Frameworks • Workshop Moderation*

CXL Agency
09/2019 – 02/2020
Tallinn, Estonia

Conversion Optimization Project Assistant (Internship) at a CRO agency
- Implementing tracking tools for A/B-testing
- Quantitative & qualitative website analysis and research
- Data preparation of test results (dashboards) for client meetings & kickoff

Skills: *Conversion Optimization • Google Analytics • Intercultural Competencies*

inics GmbH
04/2019 – 08/2019
Wuerzburg, Germany

Business Analyst at a business intelligence agency
- Data processing and data visualization (dashboards)
- Customizing various extensions and API integration

University of Applied Sciences Wuerzburg-Schweinfurt
10/2018 – 08/2019
Wuerzburg, Germany

Tutor in *Web Programming*
- Teaching HTML, CSS and PHP for up to 60 freshmen

Side-Projects

Fotoboxheld ↗ (local photo booth rental)
- Building photo booth
- Setup and development of an online shop, leading team of four

Skills: *Marketing • Customer Communication • Onlineshop Development • Hardware Development*

We Meme ↗ (multiplayer browser game)
- Planning structure and tech stack, building game, coordinating the related functions in a team of two
- Played by more than 250 k users, financed by online ads

Skills: *Fullstack Development • Server setup & maintenance • Marketing*

Society & Clubs
Sigma Squared
Empowering the World's Most Ambitious Founders Under 26

Internet Business Cluster (Think Digital Scholarship)
Connect Research with Digital Players

Certificates
Examination for Instructor Qualification (AEVO)
Authorization to instruct employees and trainees

Languages
German (native), English (fluent), Italian (basic), French (basic)