



Jonas Bayer

Aachenerstraße 7 | Munich | Germany

mail@jonas-bayer.com

+49 151 54824328



Data-driven people player with experience as a startup founder, top management consultant and web development expert. I love tackling new ideas and challenges in web technologies and AI.

Education

Ludwig-Maximilians-Universität München

10/2021 – 08/2024 Master's Program in *Management & Digital Technologies (M.Sc.)*

Munich, Germany 3.4 GPA (*good*)

Master Thesis: The Effect of LLM-Based AI Assistants for Text Revision on the Users Sense of Accomplishment (3.3 GPA)

Skills: *Software Development • E-Commerce • Digital Transformation & Innovation • AI & Data Visualization in R • Interface Design • Agile Methods • Design Thinking • Priorization • Academic Writing*

UnternehmerTUM

09/2022 – 04/2024 *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

Munich, Germany

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 Bachelor's Program in *E-Commerce (B.Sc.)*

Wuerzburg, Germany 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

bavajo

since 04/2020 **Freelancing**

Wehringen, Germany

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

Skills: *WordPress • WooCommerce • Prototyping (Figma) • Google Analytics • Conversion Optimization*

CertHub GmbH

Managing Director & Co-Founder

01/2024 – 01/2025 SaaS-platform to improve the medical device certification process enabling

Munich, Germany

MedTech manufacturers launching their products year faster

- Paying customers and multiple pre-seed angel investors
- Awarded Best Startup 2025 by the Federal Ministry of Economics
- Part of XPRENEURS, one of Europe's leading accelerators

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

Teigpiloten

08/2022 – 11/2023 **Founder**

Munich, Germany

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)

Skills: *Venture Building • Fullstack Development • Stakeholder Management • Tax & Finance • Public Speaking*

Adobe

06/2022 – 08/2022 Strategic Projects (Working Student)

Munich, Deutschland

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 Consultant (Internship) at top management consultancy

Hamburg, Germany

- 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 Conversion Optimization Project Assistant (Internship) at a CRO agency

Tallinn, Estonia

- 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 Business Analyst at a business intelligence agency

Wuerzburg, Germany

- Data processing and data visualization (dashboards)
- Customizing various extensions and API integration

University of Applied Sciences Wuerzburg-Schweinfurt

10/2018 – 08/2019 Tutor in Web Programming

Wuerzburg, Germany

- 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)