Jonas Bayer

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Available from
1st July 2025

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.

⚑ 2x Startup-Founder, Top-Management-Consultant and Web Developer

Work Experience

bavajo
since 04/2020
Wehringen, Germany

Freelancing
- 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
01/2024 – 01/2025
Munich, Germany

Managing Director & Co-Founder (Product Development, Operations & Sales)
SaaS-platform to improve the medical device certification process enabling 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) • Product Development • Stakeholder Management • Enterprise Sales • Team Building & Culture • Project Management*

Teigpiloten
08/2022 – 11/2023
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)

Skills: *Venture Building • Fullstack Development • Stakeholder Management • 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

Education

Ludwig-Maximilians-Universität München

10/2021 – 08/2024
Munich, Germany

Master's Program in *Management & Digital Technologies (M.Sc.)* | 3.4 GPA (*good*)
<u>Skills</u>: *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
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
<u>Skills</u>: *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)
<u>Skills</u>: *Web Programming • Shop Systems • Conversion Optimization • UX Design • Database • Online Marketing • Usability Design • Software Engineering*

Side-Projects

Fotoboxheld ↗ (local photo booth rental)
- Building photo booth
- Setup and development of an online shop, leading team of four
<u>Skills</u>: *Marketing • Customer Communication • Onlineshop Development • Hardware Development*

We Meme ↗ (multiplayer browser game)
- Planning structure and tech stack, building & developing the game
- Played by more than 250 k users, financed by online ads
<u>Skills</u>: *Fullstack Development • Server setup & maintenance • Marketing*

Skills

Product Development	●●●●●	Project Management	●●●●○	Online Marketing	●●●○○
Prototyping	●●●●●	Venture Building	●●●●○	Digitalization	●●●●●
Fullstack Development	●●●○○	Stakeholder Management	●●●●○	E-Commerce	●●●●●

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

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

Initiativen
Sigma Squared
Empowering the World's Most Ambitious Founders Under 26

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