

ALISA CEH

PRODUCT MANAGER • PRODUCT OWNER

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PROFILE

Product Manager / Product Owner with 13 years across digital products, B2C ecommerce and complex customer journeys. Experienced in owning product strategy and roadmaps, leading cross-functional teams and turning complex customer and business problems into scalable products. Strong track record in conversion, product analytics, personalization, post-booking journeys and self-service, combining deep UX expertise with pragmatic, hands-on product management.

PROFESSIONAL EXPERIENCE

Product Owner

roadsurfer • Munich • 10/2024 — Present

- Own the customer account and post-booking product strategy and roadmap, driving customer value, conversion and revenue across the campervan rental journey.
- Tripled protection upsell to 21% (+14pp), with 90%+ of upgrades initiated by customers; expanded post-booking upselling to additional rental items.
- Reduced damages per booking by 49% and disputes by ~13% through pickup, return and damage-journey improvements.
- Led the initiative to enable and implement the in-house AI chatbot in the authenticated customer account, shaping product direction, requirements and cross-functional delivery; 2.5x chatbot engagement, with 44% of contacts reaching self-service.
- Led the end-to-end claims portal initiative, connecting customer submission with agent backoffice workflows; 92% of claims were created by customers, reducing claims per booking by 34% and compensation vs plan by 65% in peak season. Partner with Revenue Management, Operations and Customer teams and use AI workflows for analysis, PRDs and delivery.

Product Owner

Europa Möbel-Verbund • Fahrenzenhausen • 05/2023 — 09/2024

- Owned the product strategy and roadmap for homepoet.de across 450+ furniture dealers, aligning business, technology and commercial priorities around two connected customer journeys.
- Led product discovery, backlog prioritization and agile delivery, translating customer and business needs into a clear product roadmap and actionable requirements.
- Drove +47% online sales through conversion-focused product initiatives, including improved discovery, personalization and recommendation logic with Algolia.
- Shaped the ecommerce experience to connect online furniture discovery with local dealer journeys, balancing digital conversion with the dealer network's business model.

UX Designer

roadsurfer • Munich • 06/2022 — 11/2022

- Led discovery, research, requirements and UAT; pilot achieved 93.4% feature approval across 15 real customers.
- Supported prioritization and stakeholder alignment as Product Owner proxy.

UX Manager

BIRKENSTOCK Digital • Munich • 09/2019 — 05/2022

- Owned UX strategy across 30+ countries and 6+ teams; supported 50+ releases from research and conception through requirements and UAT.
- Drove conversion optimization through research, experimentation and analytics; checkout work improved usability by 14%. Launched a B2B portal with 1,000+ accounts and reworked My Account with 13M registrations.

Project Manager / UX Expert

Telefónica Germany • Munich • 07/2018 — 08/2019

- Owned the web customer account serving 22M+ O2 and Blau customers; managed backlog and helped digitize 7% of customer service requests.
- Led the eSIM activation initiative from scratch, aligning Apple, internal stakeholders and external agencies around technical requirements and a simple activation flow; 500k+ installations.

Freelancer

Alisa Ceh Design • Bad Homburg • 01/2018 — 06/2018

- Designed, built and launched 7+ websites; consulted 11+ clients on digital strategy, product and design decisions.

UX/UI Designer

TheAppGuys • Cologne • 08/2013 — 12/2017

- Designed and partially developed 10+ apps and 5+ websites; delivered 1,000+ App Store downloads and SEO #1 rankings for up to 10 relevant keywords.

CORE SKILLS

Product: Product strategy & vision · Product discovery · Roadmapping · Backlog prioritization · Agile product development · Requirements management	Growth & Analytics: Conversion rate optimization · Product analytics · Experimentation / A/B testing · Personalization · Customer segmentation · Upselling & cross-selling
Customer: Customer journey optimization · User research · Self-service · Post-booking journeys · Customer account products	Commercial: Revenue & conversion · Commercial prioritization · Business-customer alignment · Value-focused product decisions
Leadership: Stakeholder management · Cross-functional leadership · Decision-making · Problem-solving · Strategic thinking	AI & Tools: AI-assisted product management · Workflow automation · Jira · Confluence · Metabase · Google Analytics · Amplitude · n8n · Claude · Algolia · Spryker · Akeneo · Storyblok · Salesforce Commerce Cloud · Figma · Miro

EDUCATION & CERTIFICATIONS

- Graduate Diploma: Communication Design and Illustration · ecosign / Academy for Design, Cologne · 2016 · Grade 1.4
- Abitur · Max-Beckmann-Schule, Frankfurt a.M. · 2010 · Grade 1.7
- Professional Scrum Product Owner I (PSPO I) · Scrum.org · 2023
- Professional Scrum Master I (PSM I) · Scrum.org · 2023

LANGUAGES

Fluent: German, English, Serbian · **Basic:** French, Spanish, Finnish