

ANDRÉ STORMBERG

Senior Product Leader | SaaS Platforms | AI-driven Product Concepts | Product Strategy

Germany / Asia (remote)

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German & English

Executive Summary

Senior product and organizational leader with 15+ years of experience building and scaling SaaS products, platform ecosystems, and cross-functional product organizations in fast-growing technology companies. Strong background in product strategy, workflow automation, marketplace integrations, organizational scaling, and customer-centric product development. Experienced in aligning Product, Engineering, Operations, Sales, and Leadership teams around scalable digital product initiatives. Helped scale onOffice from an early-stage company with fewer than 15 employees into one of the leading SaaS CRM platforms in the DACH real estate market, supporting more than 30,000 users. Passionate about AI-driven product innovation, conversational interfaces, and the practical integration of AI into existing software ecosystems to improve workflows, user interaction, and operational efficiency.

Core Competencies

Product Strategy & Roadmapping	AI-driven Product Concepts
SaaS & Platform Products	Marketplace & Integration Ecosystems
Cross-functional Leadership	Workflow & Process Automation
Product Discovery & Prioritization	Stakeholder Management
Agile Product Development	Organizational Scaling
Customer-centric Product Development	Strategic Problem Solving

Professional Experience

onOffice GmbH | 2006 – 2020

Cloud-based CRM & SaaS platform for the real estate industry

Director Product Management (2015 – 2020)

Head of Project Management (2010 – 2015)

Head of Customer Support (2007 – 2010)

Customer Support (2006 – 2007)

- Joined the company at an early stage when it had fewer than 15 employees and helped support its long-term organizational and product growth.
- Member of the executive leadership team, reporting directly to the CEO.
- Contributed to the transformation of onOffice into one of the leading SaaS CRM platforms in the DACH real estate market.
- Built and led Product Management and Project Management structures during rapid organizational scaling.

- Led strategic evolution of a cloud-based CRM platform used by more than 30,000 users across Germany, Austria, and Switzerland.
- Designed and launched a marketplace ecosystem integrating 15+ external partners and payment providers.
- Aligned Product, Engineering, Consulting, Marketing, and Sales teams to improve delivery speed and operational scalability.
- Explored AI-driven conversational workflows and intelligent assistant concepts within CRM environments.
- Designed a conversational AI concept enabling voice-driven CRM interaction, appointment scheduling, email summarization, and workflow execution.

Thinking Networks GmbH — Product Owner

2022 – 2025 | Aachen, Germany

- Owned the product evolution of a cloud-based workforce and sales planning platform.
- Collaborated closely with stakeholders and development teams to support data-driven planning workflows.
- Focused on scalable planning concepts, usability improvements, and continuous product optimization.

Additional Product & Leadership Experience

- Product Owner at edudip GmbH — Webinar & virtual learning platform
- Product Owner at GreenPocket GmbH — Energy-tech & analytics solutions
- Media Designer at Parapluie Services — Presentation design for international consulting firms
- Independent musician and guitar teacher

Independent Travel & International Perspective

Since 2025 | Asia

Currently traveling independently across Asia after concluding my previous Product Management role in order to pursue a long-standing personal goal. This experience has strengthened my international perspective, adaptability, and ongoing interest in digital products, user behavior, platform ecosystems, and real-world customer experiences across different markets.

Education & Additional Information

Online Media Designer (IHK) — Microrep GmbH, Aachen

Jazz Guitar Studies — Conservatorium Maastricht

Languages: German (native), English (fluent)

Interests: Digital products, AI concepts, music, endurance sports, international travel