

SHAHER JAMAL EDDIN

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Working and residence status in Germany: permanent residence ('Niederlassungserlaubnis')

WORK EXPERIENCE

Solutions Architect - eCommerce Front-end at BSH (Munich, Germany) **September 2024 - present**

- Coordinates processes, decisions and patterns of development across seven development teams (ex: introduction of Arc 42 documentation practices such as architectural decision records (ADRs) ..etc.)
- Evaluates technical concepts and technologies for feasibility and fit-check into the system landscape (proof of concepts, technology review and critical analysis).
- Utilize and introduce AI workflows to automate existing processes, and explore opportunities in developing new solutions.
- Continuously researches and reviews best practices and improvement potential and aligns with the teams on improving status quo (quality of products and related services, ex: reduction of complexity, automation .etc.)
- Established web performance monitoring and review framework for the development teams starting from benchmarking and metrics definitions till real time dashboard creation for the various teams (layout shift, time to first byte etc)
- Represents and lead the direct-2-consumer (D2C) IT department in all global architectural projects, meetings and decisions.

IT Product Manager, eCommerce platform at BSH (Munich, Germany) **October 2021 - August 2024**

- Defined the product vision, roadmap and coordinates delivery of features and projects with 7 product teams which operate and develop the ecommerce & marketing platform which covers 240 websites and 120 online shops (for various channels B2C, B2E and POS sales)
- Co-led a global project to transform the existing Direct to Consumer multi-brands marketing & online sales platform into Microservices architecture (MACH) incl. rollout procedure definition and coordination (extensive work with external partners in a very dynamic environment) & change management and communication within the organization.
- Represented the platform's teams in roadmap planning & requirements prioritization with other IT departments and business divisions (incl. participation in stories acceptance, rollout and consulting global stakeholders).
- Led a global project (from technical side) to integrate D2C marketplace business model as a global digital product into the company's IT portfolio.
- Contributed to the transformation to the SAFe framework & formation of new product structure.

Digital eCommerce capability owner at BSH (Munich, Germany) **May 2019 – Sep 2021**

- Managed eCommerce projects rollouts for major brands websites and omnichannel solutions globally.
- Acted as a capability owner for e-commerce features concept, implementation and rollout.
- Introduced new capabilities from scratch such as gift card payment and Marketplace middleware.
- Consulted countries & end-users in regard to eCommerce analytics and trainings.

IT Business Partner (D2C) Region Asia Pacific at BSH (Melbourne, Australia) **May 2018 – April 2019**

- Provided daily support for incidents and change requests related to Direct to Consumer global IT Products (online sales and marketing) for Region Asia Pacific (RAP) countries.
- Performed rollouts for online and cross channel shops and marketing websites for various countries.
- Aligned requirements collection and new features development for the region within the global IT and business frameworks.
- Provided trainings, consultancy and guidance to regional and local business towards the IT services.

IT Business Consultant (D2C) at BSH (Munich, Germany)**June 2017 – April 2018**

- Supported and performed rollouts for Region Asia Pacific (RAP) IT products in D2C area.
- Acted as a Product owner for D2C IT product in the team of cross channel program. And was part of the pilot project team for Australia.
- Managed Siemens Multibase website pilot rollout and the definition of its global IT rollout process.

International Trainee in Information Technology at BSH (Munich, Germany)**June 2016 – May 2017**

- Rotated in various global IT – consumer interaction department’s teams: E-commerce, online marketing and social media and executed numerous tasks in each team.
- Attended various trainings related to communication skills, product development, design thinking, agile project management and their related tools.
- Provided remote technical support and incident management for websites in Region Asia Pacific.

Technical Assistant at Asia Pacific University (KL , Malaysia) (Part- time)**May 2014 - May 2016**

- Performed software and hardware installations and configurations in the labs' facilities at the campus, in addition to providing IT help-desk and services for the university’s students and staff.
- Diagnosed and resolved end user problems (LAN, printer, software and hardware).
- Initiated the software development of multiple systems to automate the daily work flows and tasks.
- Represented and led the team in projects planning with technology services department.

EDUCATION

Asia Pacific University of Technology and Innovation (Kuala Lumpur, Malaysia)**May 2013 – April 2016**

- Double Bachelor’s degree program in information technology with specialism in Business Information Systems, in collaboration with Staffordshire University, UK. [GPA: 3.5/4]

CERTIFICATION & Trainings

- Talent Development Program at BSH (special coaching, soft skills and leadership trainings) **April 2025 - Present**
- Full Stack JavaScript Developer @ Udacity **January-2026**
- Generative AI with Large Language Models @ DeepLearning.AI **December-2025**
- “Web developer” Nanodegree Program Certification @ Udacity **January-2025**
- React Udacity Nanodegree Program Certification @ Udacity **January-2024**
- Certified SAFe 5 Product Owner/Product Manager (POPM), Scaled Agile, inc. **January-2023**
- Certified E-Commerce UX Professional, Baymard Institute **January-2021**
- International English Language Testing System (IELTS) – score : 7.0/9 **January-2019**
- Ethical Hacker (EC-Council) – score: 89.6% **July-2014**
- Networking Fundamentals Training (Microsoft Technology Association) – score: 72% **March-2014**

SKILLS, LANGUAGES & INTEREST

Technical Skills	<ul style="list-style-type: none">• Software Applications: Adobe Analytics, JIRA, SAP Commerce Hybris, Commercetools, CMS (FirstSpirit & ContentStack), SAP, Git, Datadog, SpeedCurve, Mural, Miro, New Relic.• Software Design & Development: Unified Modeling (UML), NodeJS, Github, Object Oriented and HTML & CSS. Familiar with multiple programming & querying languages: C#; PHP; Javascript; React ; SQL; GraphQL; Java; R• AI: spec driven development, and agents specifications writing, prompting, various tools Claude, Copilot, Gemini.
General	Software selection process (tenders), Structured communication, stakeholder management, complex & global rollouts planning and executions, long experience in coaching, managing & leading junior staff and working students.
Languages	English (fluent), German (~B2-C1), Arabic (native)
Interests	Reading, eLearning, Sports (jogging & hiking)

VOLUNTEERING

Start with a Friend (SwaF) (Munich, Germany)	April 2022 – March 2025
<ul style="list-style-type: none">• Conducts interviews with registered members and mediates potential tandem matches as well as conducting information sessions to inform about the organization's activities.	

AWARDS & HONORS

The colleague of the year (Consumer Cluster - Global Digital Services)	November 2024
<ul style="list-style-type: none">• This award recognizes the person who consistently goes above and beyond, making them the standout colleague of the year. - selected out of over 300 talented colleagues across various teams & locations around the globe working on consumer-related applications.	
Technical Assistant of the quarter award (at APU)	April 2016
<ul style="list-style-type: none">• In recognition of exceptional job performance, issued by technology services manager.	
Institution of Electrical and Electronics Engineers (IEEE) / APU Chapter	Aug 2014
<ul style="list-style-type: none">• Certificate Of Appreciation issued by Professor L. B. Trustrum (Vice Chancellor of APU)• Recognized for the contribution to the establishment and promotion of Institution of Electrical and Electronics Engineers (IEEE) student branch at the university.	