



PRODUCT LEADER

# Mark Andro

## Profile

Product Leader with a strong background in agile development, cross-functional teams, and outcome-driven product strategy. Passionate about creating meaningful user experiences and enabling teams to deliver value. Known for a hands-on mindset, a servant leadership style, and the pragmatic use of low-code tools to accelerate experimentation and delivery.

## Contacts

- Gartenstraße 127, Frankfurt am Main
- [info@markandro.com](mailto:info@markandro.com)
- 0176 / 80793066
- [LinkedIn](#)
- <https://markandro.com>

## Employment

### Head of Product at PLAYT.net AG

since 09/2021

- Led the agile product development of a web platform in the skill gaming sector.
- Managed and built a 10-person product team, including UI/UX designers, developers, marketing specialists, and game designers.
- Implemented and optimized agile frameworks, including Scrum and OKRs, to drive product strategy and execution.
- Utilized low-code tools such as Framer and Formbricks for rapid prototyping and A/B testing, enabling data-driven, customer-centric product decisions.
- Orchestrated email marketing campaigns and refined user journeys using Brevo to enhance user engagement and retention.

### Business Development Manager at Internet Value GmbH

03/2020-08/2021

- Managed the strategic development of digital business models within an incubator for startups and scale-ups.
- Provided operational go-to-market support to portfolio companies, ensuring successful product launches and market penetration.
- Played a pivotal role in the greenfield establishment of PLAYT.net AG, securing government funding and building the initial product team from the ground up.

### Working student in financial controlling at University Hospital Münster

08/2016-02/2020

- Maintained and managed cost centers and cost types, ensuring accurate financial data.
- Supported budget planning and control in collaboration with various business units and departments.

### Banker at Sparkasse Solingen

01/2016-07/2016

- Provided comprehensive financial advisory services to private clients.

## Education

### FOM Hochschule

2021-2025

M.Sc. of Business Consulting & Digital Management

### WWU Münster

2016-2020

B.Sc. of Business Administration

### Sparkasse Solingen

2013-2016

Apprenticeship as a bank clerk

### Gymnasium Hochdahl


2013

Abitur

## Tools & Technologies

- Product & Project: Jira, Trello, Notion, GitHub Projects
- Design: Figma, Figjam & Miro
- Analytics: Google Analytics, Mixpanel, Hotjar, Plausible, Formbricks
- Low-Code / No-Code: Framer, Webflow, Zapier, Wordpress
- Communication: Slack, Loom, GSuite, Discord, MS365

## Languages

-  German  
Native
-  English  
Professional working