Conny Törpsch

Product Director · Leipzig / Berlin · Remote

I build products, teams & the tools themselves.

15+ years in product and organisational development. Six years at **Zalando SE** leading **Zalando Lounge** across web and native app with a team of 7 POs. Transformed product organisations at **Audi, BMW, Abbott** and the **EU** through VMware Tanzu. Now co-leading Insurance at **Verivox** alongside the Managing Director, and building AI-driven workflows hands-on.

€1 Bn GMV · Zalando Lounge

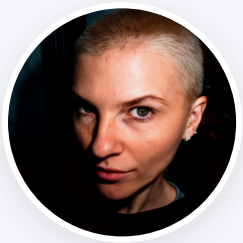
€4→9M Gross profit in 2 yrs · Verivox

15+ years in product

8+ enterprise transformations

7 POs led

100+ customers interviewed



CONTACT

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Leipzig / Berlin · Remote

AI TOOLBOX

- **Claude & Claude Code**, multi-agent workflows
- Self-built agent & skill library
- **GenAI & agentic** customer use cases
- AI-driven discovery, **Figma Make**, Magic Patterns

CORE SKILLS

- Product Strategy & Vision
- Business Cases & Budget / P&L
- Product Metrics, A/B Testing & Analytics
- Team Building & Coaching

ABOUT

> I spent a big part of my life, not just my career, in Southern Africa. I ran a product consultancy, worked on development projects, and helped set up computer labs where I taught basic HTML to people who had never been online. Watching someone go from *"what is a browser?"* to navigating the web shaped how I think about products forever: start with the human.
>
> I lead with questions, not answers. Product work and organisational work have always been the same job for me: building teams that stay aligned, adapt, and grow as customers, markets and technology shift. I decide on data, outcomes and alignment, with some gut in the mix, and I build cultures where people feel safe to say "I don't know, let's figure it out together".

EXPERIENCE

Director of Product · Verivox GmbH — 2023–Present · Remote / Leipzig

I co-lead the Insurance business unit alongside the Managing Director, accountable for **Product, UX, Agile Coaching and Engineering across 5 cross-functional teams**, with full P&L. Our combined tech and business-model growth approach grew **gross profit from €4M to €9M in two years**. I drive platform modernisation, replacing legacy with a scalable unified stack, and have integrated **AI-driven workflows** and agentic use cases into how the team discovers and delivers, hands-on with Claude, Claude Code, Figma Make and Magic Patterns.

Product Transformation Consultant · VMware Tanzu Labs — 2020–2023 · Remote / Berlin

Guided enterprise clients through digital transformation and cloud-native adoption. Built **lean product teams from the ground up**, introduced KPI-focused prioritisation, mentored product managers and facilitated C-suite workshops across **Audi, Daimler, BMW, VW, Abbott, German Federal Institutes** and the **European Union**. Changes that outlasted the engagement.

Lean Discovery / Dual-Track Agile

OKR Framing & Prioritisation

Workshop Facilitation

Cross-functional Leadership

EDUCATION

M.S. Communication
TU Berlin · 2003

Systemischer Business Coach IHK
The Key GmbH · 2021

Dipl. Business Analyst
Faculty Training Inst., SA · 2014

CERTIFICATIONS

Human Centered Design, IDEO (2018)

Lego Serious Play Facilitator (2021)

CoCreACT® Certified Facilitator (2022)

Swift AppMod Facilitator (2022)

Machine Learning Insights, Zalando (2019)

LANGUAGES

German (native)

English (fluent)

Lead Product Manager, Zalando Lounge · Zalando SE

2018–2020 · Berlin

Owned the full product strategy for **Zalando Lounge**, the shopping club serving millions of members across web and native app. Drove the **app-first, customer-facing transformation that scaled the business to ~€1 Bn GMV**, and led a team of **7 Product Owners** through agile transformation, owning retention and loyalty end to end with direct top-line impact.

Senior Product Manager · Zalando SE

2014–2018 · Berlin

Delivered **GDPR compliance** and internationalisation for customer-facing platforms on time and across teams. Built analytics frameworks and optimised mobile and web flows that were later adopted as the product organisation standard.

Co-Founder & Product Director · Smartbox Software Solutions

2009–2014 · Cape Town

Co-founded and ran a boutique digital product consultancy specialising in process automation and smart travel products. Partnered with startups and SMEs to define product strategies and run lean discovery, combining hands-on delivery with long-term client relationships. My first venture.

Product Consultant · Pixelfaerie Business Service

2006–2012 · Cape Town / Cork

Secure document production and customised add-ins, specialising in automated API-based document generation for business clients. Covered functional specifications, client account management, end-user testing and training, plus business development and B2B sales.