Daniel Kopenetz

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M.SC. (INFORMATICS) | MBA

SUMMARY

Product Expert with over ten years of experience leading digital innovations in Circular Economy, Business Networks and Automotive. Expertise in developing and implementing sustainable solutions, such as the Digital Product Passport at SAP while leading use cases within Catena-X Industry Network. Spearheaded the conception and implementation of new mobility applications at Mercedes-Benz, as well as streamlining telematic service diagnostics and software supplier management. Proven track record of driving product development, leading cross-functional, diverse, and international teams. Skilled in customer-centric product strategies that push boundaries and achieve impactful results, with a strong focus on sustainability and industry transformation.

SKILLS

Business Strategy | Product Lifecycle Management | Ideation & Innovation | Market and Customer Research | Go-to-Market Strategy | Cross-Functional Teams | Leadership | Multi-Stakeholder Management | Budgeting & Forecasting | Sustainability | Circular Economy | Digital Product Passports | Agile Project Management | Requirement Management | Software Engineering | Design Thinking | Web Development | Mobility Service Concepts | Automotive Aftersales

WORK EXPERIENCE

PRODUCT EXPERT   **11/2020 – today**
SAP SE, Hamburg

- Led the SAP use case for Circular Economy (CE) in the Industry Network "Catena-X" and represented CE in the wider Manufacturing-X Business Network Initiative to the consortia and customer groups from multiple industries
- Delivered the first working data transfer application and subsequently one of the first Catena-X-certified solutions
- Focused on innovations and developments for the Digital Product Passport (DPP) and Battery Passport (BPP) according to the European Battery Regulation and ESPR
- Devised and implemented new mobility applications in the Industry Cloud Portfolio of SAP including steering of multiple international development teams

LECTURER   **04/2023 – today**
FOM University of Applied Sciences, Hamburg

- Teaching courses on business informatics and introduction to ERP systems

PROJECT MANAGER UX & APP   **04/2020 – 11/2020**
Mercedes-Benz AG, Sindelfingen

- Connected the digital and physical dots, i.e. services and products, in the Mercedes-Benz aftersales landscape to develop a consistent user experience
- Conducted frequent stakeholder testing from end customers, regional sales and local retail organizations to ensure the end-to-end customer journey matches the premium aspiration of Mercedes-Benz

TRAVELER / FREELANCER   **04/2019 – 03/2020**
Sabbatical, Hamburg & South America

- Backpacked South America to learn Spanish
- Worked in the e-commerce industry as a freelancer helping the OTTO GmbH & Co. KG to develop their B2B service portfolio for the transition from retailer to platform and helped in scaling the number of OTTO marketplace partners from 50 to over 1000

FUTURE MOBILITY EXPERT   **12/2017 – 03/2019**
Daimler AG, Sindelfingen

- Prepared the Mercedes-Benz Aftersales organization for the arrival of the electric EQC
- Worked in strategic and innovative mobility initiatives of the CASE division
- Managed the product lifecycle from idea to go-live for the first 3 digital services dedicated to EV owners in the Mercedes Benz Aftersales

LIAISON ENGINEER SILICON VALLEY   **07/2017 – 12/2017**
Mercedes-Benz RD North America, Sunnyvale

- US assignment, bridging the efforts of the California innovation hub with German R&D
- Integration of digital assistants Amazon Alexa and Google Assistant as well as the Bluetooth app framework into Mercedes me and MBUX telematics car head unit

PROJECT MANAGER / PO   **10/2015 – 06/2017**
Daimler AG, Böblingen

- Ideated and led the project for a strategic tool platform for field diagnosis of Mercedes me telematic services to reduce 3rd level support cases by 90%
- Product owner and software supplier management in agile development environments with profound experience in worldwide market support for connected car services, working together with regional sales divisions, Mercedes-Benz R&D and end customers
- Co-founded an intrapreneurial project for in-car gaming

CAREER PROJECT LEAD   **04/2014 – 09/2015**
Daimler AG, Böblingen

Responsibilities during traineeship
- Introduced software license management in the field of vehicle diagnosis to reduce the cost of software licenses by 30% (Böblingen)

- Designed and implementated a concept for aftermarket activation of telematic services at the German/Chinese joint venture Denza (Shenzhen, China)
- Adapted all connected car backend processes following ITIL at the US innovation hub (Sunnyvale, California)

SOFTWARE ENGINEER   **09/2012 – 01/2014**

Universitätsklinikum Heidelberg

- Co-Led the development of AIDKlinik, one of the most advanced pharmaceutical information system

CONSULTANT   **01/2011 – 09/2012**

bi2b GmbH & Co. KG, Cologne & Hamburg

- Implemented planning and consolidation as well as Business Warehouse solutions for customers including eBay Germany, Vienna Insurance Group and Wien Gas

EDUCATION

Master of Business Administration (MBA), Mannheim Business School   **09/2018**
final grade 1,3 / ECTS A (top 10% of cohort)

Diplom-Informatiker (M. Sc. Informatics), Universität Oldenburg   **12/2010**
final grade 1,3 / ECTS A (top 10% of cohort)

Exchange Student on scholarship, University of Wyoming, Laramie, GPA 4.0   **2009**

Abitur, Alexander-Von-Humboldt-Schule Wittmund, final grade 1,1   **07/2004**

HONORS & CERTIFICATIONS

- Scholarship holder and alumnus of Studienstiftung des Deutschen Volkes
- Professional Scrum Product Owner (PSPO)
- Professional Scrum Master (PSM)
- ITIL Foundation Certified
- ZEND Certified PHP Engineer
- Microsoft Certified Professional
- SAP Certified Application Associate BPC

LANGUAGES

- **German** – Native
- **English** – Full Business Proficiency
- **Spanish** – Elementary

Hamburg, January 2025