

SAMET POLAT

Freelance – Project Manager, Product Owner, Agile Coach, Scrum Master, Client Service Director, Consultant

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Frankfurt, DE / Dubai, UAE



PROFIL

I make the complex simple.

With more than a decade of experience in managing projects and teams, I have in-depth expertise in working with companies, public institutions and large agencies.

My strength lies in the **cross-industry understanding of digital solutions** and the development of **customised innovations** that meet the specific requirements of different industries.

EXPERIENCE



(Freelance) Project Manager / PO-Proxy 11/2023 - 11/2024
Lufthansa Airlines Frankfurt, DE / Hybrid

On behalf of Ray Sono AG

- Management of a creative team in a leading large agency for the realisation of a pilot project in the field of health management.
- On-site strategic consulting for the Lufthansa PO in a high-risk environment.
- Establishment of internal processes and moderated working groups to promote cooperation.
- Development of a health app.
- Creation of a KPI system in Power BI



(Freelance) Client Service Director 06/2023 - 01/2024
E.ON München, DE / Remote

On behalf of DDB Germany

- Responsibility for customer relations and implementation of diverse campaigns with a total budget of € 5 million



(Freelance) Digital Project Manager 11/2021 - 06/2023
Hartmann München, DE / Hybrid

On behalf of Ray Sono AG

- Launch of various websites, apps & eCommerce portals



(Freelance) PO-Proxy 03/2021 - 11/2021
VDE Frankfurt, DE / Hybrid

On behalf of Ray Sono AG

- Development of an AI-driven platform for the centralisation of VDE services and knowledge creation



(Freelance) Digital Service Provider 2019 - Present
Sodexo Central Europe



Director Client Services 01/2018 - 02/2020
i juice Agentur GmbH Frankfurt, DE



Key Account Manager & Project Manager 04/2013 - 12/2017
i juice Agentur GmbH Frankfurt, DE

EDUCATION



PMI Agile Certified Practitioner 2019 - 2024
Project Management Institute Pennsylvania, US



2nd state examination: Economics & Politics 2021 - 2022
State of Rhineland-Palatinate Wallertheim, DE



1st state examination: Economics & Politics, Education, History & Maths 2013 - 2015
Goethe University Frankfurt Frankfurt, DE



B.A. Sociology, Political Science & Administrative Science 2012 - 2017
Goethe Universität Frankfurt Frankfurt, DE

PROJECTS & LAUNCHES

🔗 Websites & Apps

- Development of an **eDetailing app** in conjunction with **Salesforce**
- Launch of corporate website for Hartman
- Redesign of the **eCommerce platform** hartmann direct
- Conception and realisation **AI platform VDE-Loop**
- Development of a **Power BI dashboard** for Lufthansa
- Migration and launch of websites for Sodexo
- Development of new restaurant websites for Sodexo

★ Marketing campaigns & communication

- MAN Truck Life Hotels,
- MAN Driver App
- 50 years of MAN campaign
- Content migration of 30,000 pages
- Various E.ON 360° campaigns incl. TV, social media and print
- Branding of HEMS for E.ON
- Internal health events for Lufthansa
- Development of a 360° dashboard for E.ON Electric
- Public relations work for foundations

🔗 Strategie & Research

- User interviews for Hartmann
- Requirements analysis for VDE-Loop
- BGM strategy at Lufthansa
- Introduction of OKR system at Lufthansa
- Development of governance model for Lufthansa
- Development of the digital marketing strategy for E.ON
- Development of cost efficiencies in the healthcare system for Lufthansa

SKILLS & STRENGTHS

Requirements Engineering · Media planning · Marketing Strategy · Stakeholder Management · Customer development plans · Agile Coaching · Workshops · CMS affinity for various systems · Project Management · Scrum Mastering · Investment developments · PO-Proxy · Agile methods · PMO-Lead

LANGUAGES

German Native ●●●●●
English Proficient ●●●●●
Turkish Native ●●●●●