

SAMET POLAT

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

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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 - Aktuell

Sodexo

Central Europe



Director Client Services

01/2018 - 02/2020

ijuce Agentur GmbH

Frankfurt, DE



Key Account Manager & Project Manager

04/2013 - 12/2017

ijuce 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 Electrip
- 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 Muttersprachler ●●●●●

English Versiert ●●●●●

Turkish Muttersprachler ●●●●●