

Lena Hoffmann

Senior Product Manager · Logistics and carrier platforms

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PROFILE

Senior Product Manager with over 12 years in logistics and B2B platforms, currently leading shipment tracking at a digital freight platform. Strongest where shippers and carriers need the same data but different answers: I talk to dispatchers every week and turn what I hear into outcome goals the team can own. German native, English C2.

SKILLS

Carrier and shipper platforms • Product discovery • User interviews • Notifications and status communication • Roadmapping and outcome goals • SQL • Looker • Scrum (PSPO I)

EXPERIENCE

Senior Product Manager | Frachtwerk GmbH | Mar 2021–present

Digital freight platform connecting shippers and carriers across Europe

- Own the shipment tracking product used by 1,200 business customers, from discovery to delivery with two engineering teams.
- Launched proactive delay alerts, which cut status calls to support by around 30%.
- Reworked the first alert design after dispatchers muted it: alerts now fire only when a delay changes a delivery slot.
- Introduced weekly dispatcher interviews and moved the team from quarterly feature lists to outcome goals.

Product Owner | Stadtwerke Talheim | Jan 2017–Feb 2021

Municipal utility, digital customer services

- Led the customer portal, including the switch from paper meter-reading cards to online submission, now used by 80,000 households.

- Retired the paper process once most households had moved online.

Business Analyst | Kerner & Partner | Sep 2013–Dec 2016

Management consultancy for logistics and supply chain

- Process analysis and requirements for warehouse and transport projects at mid-sized manufacturers.

EDUCATION

MSc Business Informatics | TU München | 2013

Professional Scrum Product Owner (PSPO I) | Scrum.org | 2018

LANGUAGES

German (native) • English (C2)