



# DARRYL FELDMAN

Chief Product Officer

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http://www.darrylfeldman.com Berlin

## SUMMARY

I am a seasoned product leader with over 20 years' experience. I develop user and data driven products and nurture culture and teams in order to make them great. I am passionate about creating products that are not only innovative but also serve real human needs and have a meaningful purpose - helping to create a better future for both businesses and society. I have worked for a diverse range of companies, from managing large product portfolios for iconic global tech players such as Yahoo and Nokia through to initiating new disruptive products for small and medium-sized startups.

## LANGUAGES

English Native ●●●●●

German Intermediate ●●●●●

## STRENGTHS

Strategy & vision

Venture build

Product management

Communication

User-centered design

Analytics

Machine learning

## EXPERIENCE

Chief Product Officer 07/2021 - Present

Mika Berlin, Germany

Healthtech startup building digital therapeutics for cancer patients

- Partnering with the founders at C-Level to lead a company of 45 people
Acted as CPTO for first 2 years building up product & tech team from 2 to 25 people
Rolled out Mika as a DiGA app in Germany and launched in the UK
Gained a series A funding round and additional public funding for research & development
Achieved significant efficacy which has been proven clinically in partnership with leading medical institutes such as the Charité hospital in Berlin
Rolling out indication specific patient programmes in partnership with leading pharmaceutical companies such as GSK, Amgen and Novartis
Developing advanced machine learning to personalise content and predict health state

https://mikahealth.co.uk/

Chief Product Officer 08/2018 - 07/2021

Mobimeo Berlin, Germany

Mobility startup from Deutsche Bahn

- Successfully translated corporate strategy into a tangible product vision and roadmap
Built and scaled a multidisciplinary product team to 30 people
Rolled out MaaS platform to all major cities across Germany, partnering with public and private transportation companies including BVG, S-Bahn, KVV, FREE NOW, Emmy, Voi and many more
Oversaw the merger and integration of the Moovel platform (FREE NOW)
Developed advanced machine learning capabilities to personalise routing experience

https://mobimeo.com/en/home/

Chief Product Officer 11/2017 - 08/2018

Comtravo Berlin, Germany

Travel startup offering AI booking services for business

- Developed to a solution used by over 2000 customers worldwide
Extended product channels beyond email into self-serve model and the development of a new customer portal and innovative booking experience
Integrated and commercialised advanced NLP and machine learning capabilities into platform

https://www.comtravo.com/

Product Director 03/2016 - 11/2017

HRS Innovation Hub Berlin, Germany

Corporate innovation team

- Researched into new and disruptive areas to compliment the globally successful travel and hospitality products of the HRS Group
Led product discovery and MVP implementation of Business Trip Optimiser planning tool
Led research and development of an AI based automated travel rebooking tool which since has been rolled to major corporate customers globally

https://www.hrs.com/enterprise/hrsgroup/

Chief Product Officer 03/2015 - 03/2016


Okotta! Berlin, Germany


Corporate startup simplifying insurance from the Rakuten group


- Developed a new and disruptive product concept from the ground up
Fast MVP experimentation with test, iterate, learn approach
Rolled out first Alpha version of the product in partnership with insurance providers

## ACHIEVEMENTS

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 Developing the first Digital Therapeutic app for cancer in Germany

 Building a mobile operating system for Nokia phones

 Rolling out a mobility platform nationwide for Deutsche Bahn

## TALKS

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### I have given talks at leading cultural and tech events:

- re:publica, Berlin 2016
- MobX, Berlin 2011
- TEDx, Berlin 2010
- ProductCamp, Berlin 2010
- World Usability Day, Berlin 2008
- BIMA, 2003
- Design Council, London 2000

## TRAINING / COURSES

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### Leadership skills

Ongoing personal coaching

### Regulatory compliance (Healthcare)

Mika 2022

### Agile methodologies for Product Owners

Nokia 2006

### Consultative selling

Sapient 2001

## MEDIA

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### Magazines:

Creative Review, New Media Creative, New Media Age, Design Week, Webspaces, Campaign, Revolution, Marketing and Digit

### Books:

The Digital Turn (eLab Weißensee Kunsthochschule) and Design Management (Ava Academia)

### TV:

BBC and Sky Digital

## EXPERIENCE

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### Product Director

09/2012 - 03/2015

#### DaWanda

Berlin, Germany

Mature startup building a European marketplace for handcrafted goods

- Grew the DaWanda business to achieve over 100 Mio in sales in 2013
- Monitored product performance, focusing on optimising marketing, social and CRM mechanics to retain and acquire and new customers
- Managed the day-to-day operations of the platform for 7 countries with over 3 Million active members

### Director, Location & Commerce

03/2009 - 09/2012

#### Nokia

Berlin, Germany

Global telecommunications leader

- Led product developments for a number of high profile location based apps running on Nokia mobile platforms
- Part of leadership team handling transition from B2C products to B2B offerings and to form a new company HERE specialising in the monetisation of geospatial data
- Partnering with Microsoft (Bing) to develop location based services on desktop

<https://www.nokia.com/>

### Vice President Content Services Design

09/2008 - 02/2009

#### Deutsche Telekom AG

Bonn, Germany

German telecommunications leader

- Developed future content strategies and product concepts with a focus on video, music, photos and gaming
- Delivered new Mediacenter service to enable seamless sharing of content across set-top devices, desktop and mobile platforms

<https://www.telekom.de/start>

### Managing Director / Co-founder

10/2006 - 09/2008

#### ShopWindoz

Berlin, Germany

Startup empowering local Berlin designers to sell online

- Secured first seed round of investment of 2 Million Euros
- Launched product in 6 months with a rich catalogue of products from local Berlin indie brands and making sales from day one
- Oversaw design, technical, sales & marketing, legal and financial staff
- Represented the company to the media and in PR efforts

### Director of Product Development, Europe

04/2004 - 10/2006

#### Yahoo

London, England

Iconic global media startup

- Built up Yahoo's European product portfolio, which included both developing new products specific to Europe and localising core US platforms
- Rolled out of a new Yahoo! News platform, Yahoo! Sports, the new Yahoo! homepage and the official FIFA World Cup website
- Managed a 40 people UX and development team responsible for user research, design, front-end development and optimisation of Yahoo's search technologies
- Worked in Sunnyvale exposed to Silicon Valley 'big tech' culture

<https://yahoo.com/>

### Director of User Experience

01/1999 - 01/2001

#### Sapient

London, England





Global consulting firm

- Led the UX practice in Europe, with a 80 people strong team
- US project experience, spendt 12 months working out of Sapient's New York office
- Clients: Opendo, Lucent Technologies, Hutchison 3G, UK Government, Vodafone, T-Mobile, Nissan, The Financial Services Authority and BP

<https://www.publicissapient.com/>



## AWARDS

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-  London International Advertising
-  BIMA (British Interactive Media Association)
-  Revolution Magazine
-  The Directory Publishers Association



## PASSIONS

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-  Indian cooking
-  Electronic music production

## FIND ME ONLINE

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-  LinkedIn  
[www.linkedin.com/in/darrylfeldman/](http://www.linkedin.com/in/darrylfeldman/)
-  Personal website  
<https://darrylfeldman.com/>

## EXPERIENCE

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Creative Director / Multimedia producer 01/1992 - 01/2001  
[Digital agencies & publishers](#) London, England

I worked in leading roles at a number of high profile agencies pioneering the use of digital media developing Kiosk applications, CD-Rom's and early stage web based products

- Creative Director at Clarity Communications
- Creative Director at Organic (WPP)
- Multimedia Producer at Hobsons publishing (Daily Mail Group)
- Multimedia Producer at Project Multimedia

## EDUCATION

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PGDIP in Computer based design 01/1987 - 12/1989  
[Central Saint Martins College of Art & Design](#)

BA (HONS) Design 01/1982 - 12/1984  
[University of The Arts London](#)

DATEC diploma in Design 01/1980 - 12/1982  
[Bournemouth University](#)

O' Levels 1975 - 1980  
[Beaminster Comprehensive School](#)