Benjamin Freuler

Head of Product · Order Management, Finance & Workforce Planning

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Product leader with seventeen years across e-commerce, media, and data research, working the whole length of the shopping journey: the price and availability a customer sees, the payment method they choose, the delivery date they are promised, and the status they follow afterwards. Currently leading nine Product Owners at Switzerland's largest online retailer, where my teams have launched products 0-to-1 in pricing, payments, delivery, and fraud detection, and taken the shops and supply chains into six EU markets and the marketplace into Germany. I run roadmaps around customer value - cut small, released early, measured against business and customer outcomes - with machine learning and agentic systems in production behind them. My PhD in social psychology shapes how I decide: I read customer behavior as evidence, not intuition - and data beats opinion, including my own.

EXPERIENCE

Head of Product · Order Management, Finance & Workforce Planning

Apr 2022 - present

Digitec Galaxus AG, Zurich

The customer-facing side of buying and receiving - payment options, the delivery promise, delivery reliability, and order status - together with the order, financial, and workforce-planning processes behind them. Switzerland's largest online retailer: **CHF 3.8bn** platform revenue, **+17%** in 2025. Nine Product Owners plus engineers and data specialists.

- My team launched **installment payments** 0-to-1: baskets on this method average **CHF 500-530** against **CHF 120-145** for regular orders - three to four times the basket size. Shipped end to end with engineering, business, and design, while optimizing the internal credit model behind it.
- Lead the cross-area initiative on **delivery promises**: we cut the share of inaccurate promises by **17 percentage points** with a single targeted change - recalculating the promise in the checkout for multi-piece orders whose items carry different delivery dates.
- My team replaced an external fraud service with an **in-house machine-learning risk model**, cutting the loss rate sharply and raising the share of checked transactions **from 10% to 100%**. A build-versus-buy call made with engineering and data specialists.
- Led the overall **marketplace project for Germany**, coordinating all initiatives from kick-off in December 2021 through launch and stabilization - live since January 2023. As a team and across many cross-area initiatives, we also took the shops into France, Italy, the Netherlands, and Belgium in 2023. The **six EU markets** carried **CHF 391m** in platform revenue in 2025.
- With people from my team and a temporary cross-area team, I steer the **data strategy** behind AI-based analysis and agentic provider management. Strategy and **agentic dashboarding** are co-created in turns, not in sequence - moving fast and stabilizing metrics, dimensions, lineage, and governance where useful. Released to expert users **within 3 months**.
- Run the roadmap around **customer value** - initiatives of one to three months, released as a working end-to-end slice first - and develop the PO group through coaching, role clarity, and succession planning, leading by handing over control.

Head of Product · Category Management & Finance

Sep 2019 - Mar 2022

Digitec Galaxus AG, Zurich

Product area covering the offering side - product data, sourcing, pricing, and availability - plus financial processes, HR systems, and the cross-border expansion.

- Scaled the product area from **5 to 10 engineering teams** - my main responsibility, co-led with the Head of Engineering - and led up to **9 Product Owners**, hiring and developing the group.
- **Further country expansion** after Germany: as a team and across related cross-area initiatives, we took the shops into Austria in 2021; VAT, returns, currency, localization, and fulfillment were product decisions, not theory.
- Steered data-driven prioritization across product data, sourcing, pricing, availability, financial processes, and HR systems.

Product Owner · Pricing & Availability

Mar 2018 - Jan 2020

Digitec Galaxus AG, Zurich

The pre-purchase surface: the price and the availability signal shown to customers, across both retail brands.

- Grew the share of **dynamically priced products from 18% to 42%** within two years by steering the build of an automated pricing landscape with my engineering team, business, and external partners, and launching **tiered pricing**.
- Made pricing **multi-country capable** for the cross-border expansion, starting with Germany in 2018.
- Owned the **price interface to Google Shopping** for both retail brands - keeping prices and price changes continuously current in the Google Shopping accounts, and feeding Google Shopping price signals back into the pricing engine.
- Defined, prioritized, and shipped pricing features, measuring each against business KPIs. Promoted to Head of Product.

Head of Project Management · Products & Features

Jun 2017 - Feb 2018

Ringier AG, Zurich

- Led UX, project management, and web analytics for news apps with **60M sessions** and **4M+ unique visitors** per month.
- Coordinated large digital projects across all platforms and devices, engaging stakeholders across business, design, and engineering; defined and monitored KPIs and ran user testing to balance UX with business needs.

Digital Project Manager

May 2016 - Jun 2017

Ringier AG, Zurich

- Drove app development across **6 major applications** with **15M sessions** per month, coordinating internal teams, external providers, and design agencies.
- Gathered requirements, defined and monitored KPIs, and balanced UX and business needs through user testing.

Product Owner · Audience & User Experience

Apr 2014 - Jul 2015

localsearch (Swisscom Directories AG), Zurich

- Owned UX across all channels for **4M+ unique visitors** per month as Deputy Head of Audience & UX.
- Defined, prioritized, and shipped features, content, and tools across platforms with engineering and design; built user understanding through quantitative and qualitative research and competitor analysis.

Head of Traffic Measurement

Mar 2009 - Mar 2014

NET-Metrix AG, Zurich

- Grew the Swiss traffic-measurement study from **120 to 212 measured websites** and from **12M to 42M unique clients**, owning budget, quality, and market penetration.
- Headed the engineering team, coordinated service providers, prioritized development investments, and communicated results to the market, clients, and media.

Head of User Research (ad interim)

Jun 2011 - Sep 2011

NET-Metrix AG, Zurich

- Responsible for budget, quality, functionality, and market penetration of the user study, alongside the traffic-measurement role; advised clients and coordinated national and international service providers.

CORE COMPETENCIES

PRODUCT LEADERSHIP	0-to-1 product launches · cross-border expansion · marketplace strategy · product strategy & vision · roadmapping & prioritization · discovery & delivery · stakeholder alignment · pricing & e-commerce
PEOPLE & ORGANIZATION	Cross-functional leadership · hiring & developing Product Owners · coaching & 1-on-1s · org design & scaling · conflict resolution · autonomous teams
DATA, AI & DECISION-MAKING	Data strategy for AI · agentic analytics · metric & dimension modeling · data governance · experimentation & A/B testing · quantitative & qualitative research · KPI frameworks · behavioral insights
DOMAINS	E-commerce platforms · order management · payments · pricing & availability · marketplace operations · financial processes · workforce planning · web analytics · media & publishing

EDUCATION

PhD in Social Psychology

Aug 2004 - Aug 2007

University of Zurich · Swiss Federal Institute WSL

Behavioral influence and interventions, pre-post surveys, and social influence; practice-oriented research with private and public institutions, published in scientific journals and at conferences.

lic. phil. I (MPhil) in Psychology & Linguistics

1997 - 2004

University of Zurich

Major in psychology with a focus on social psychology applied to health and environmental behavior; minors in linguistics and modern history.

LANGUAGES, CERTIFICATION, TOOLS & OTHER

LANGUAGES	German (native) · English (proficient) · French (fluent) · Italian (conversational)
CERTIFICATION	Certified Scrum Product Owner - Scrum Alliance
TOOLS	Jira & Confluence · Figma & whiteboarding · Google Workspace · Claude & ChatGPT, custom GPTs · MCP toolchains · rapid prototyping
OTHER	Sabbatical & parental leave, 2015 - 2016: nine-month family trip across Italy, France, Spain, Portugal, and Switzerland.