

# Benjamin Freuler

Head of Product · Order Management, Finance & Workforce Planning – Digitec Galaxus AG

LOCATION Zurich, Switzerland    PHONE +41 78 889 09 26    EMAIL benjamin.freuler@gmail.com

LINKEDIN [linkedin.com/in/benjaminfreuler](https://www.linkedin.com/in/benjaminfreuler)

---

## PROFILE

---

Product leader with fifteen years building products and teams – from pricing and marketplace operations to order management, finance, and workforce planning. Strategic thinker with a pragmatic, data-driven style: autonomy over control, clear ownership, and decisions steered by metrics rather than opinions. PhD in social psychology – evidence over instinct, and a genuine curiosity about why people behave the way they do.

## CORE COMPETENCIES

---

### PRODUCT LEADERSHIP

Product strategy & vision · roadmapping & prioritization · discovery & delivery · stakeholder alignment · initiative process · pricing & e-commerce.

### DATA & DECISION-MAKING

Data-driven strategy · experimentation & A/B testing · quantitative & qualitative research · KPI frameworks · behavioral insights.

### TOOLS & AI

Jira & Confluence · Figma & whiteboarding · Google Workspace · Claude & ChatGPT, custom GPTs · MCP toolchains · AI-based analytics · prompt & agent design · process automation.

### PEOPLE & ORGANIZATION

Cross-functional leadership · hiring & developing Product Owners · coaching & 1-on-1s · org design & scaling · conflict resolution · autonomous teams.

### DOMAINS

E-commerce platforms · payments · pricing & availability · marketplace operations · financial processes · workforce planning · web analytics · media & publishing.

### LANGUAGES

German (native) · English (fluent, professional).

## PROFESSIONAL EXPERIENCE

---

### Head of Product – Digitec Galaxus AG, Zurich

2022 – present

Order Management, Finance & Workforce Planning. Responsible for the systems that process thousands of orders, transactions, and parcels every day – order management, payment reconciliation, and a 3-way match that turns manual back-office work into self-running products.

**Head of Product – Digitec Galaxus AG, Zurich** 2019 – 2022

Grew a product area from 5 to 10 engineering teams and built a data- and value-driven operating model across product data, sourcing, pricing, and finance – steering decisions by metrics, not opinions.

**Product Owner – Digitec Galaxus AG, Zurich** 2018 – 2019

Built a highly dynamic, automated pricing landscape together with engineering, business, and external partners – defining, shipping, and measuring pricing features against business KPIs.

**Head of Project Management – Ringier, Zurich** 2017 – 2018

Led a cross-functional team of UX, PM, and analytics across major news apps reaching 60M sessions and 4M+ unique visitors per month – balancing user experience and business needs through testing and KPIs.

**Project Manager – Ringier, Zurich** 2016 – 2017

Product and project management for news apps and digital features, working across editorial, design, and engineering.

**Product Owner – localsearch (local.ch), Zurich** 2014 – 2015

Owned user experience across all channels of local.ch for 4M+ monthly visitors, combining quantitative and qualitative research to ship features and balance business, user, and technical needs.

**Internet Research – NET-Metrix, Zurich** 2009 – 2014

Ran the Swiss traffic-measurement study, growing the measured base from 120 to 212 websites and total audience from 12M to 42M unique clients – owning budget, quality, and market penetration, and communicating results to market and media.

## EDUCATION

---

**PhD in Social Psychology – University of Zurich · Swiss Federal Institute WSL** 2004 – 2007

- Behavioral influence, behavioral interventions, pre-post surveys, social influence.
- Practice-oriented research role with case studies and cooperation with private and public institutions.
- Publications in scientific journals; national and international conferences.

**lic. phil. I (MPhil) in Psychology & Linguistics – University of Zurich** 1997 – 2004

- Major – Psychology: focus on social psychology applied to health and environmental behavior; foundations in cognitive, clinical, and developmental psychology and statistics.
- Minor – Linguistics: pragmatics, language acquisition and development, including multilingualism.