

JOHANNES SCHMID

Senior Product Manager

schmid.johannes90@gmail.com | +49 152 56917337 | Barcelona, Spain — open to Remote EU / relocation
[linkedin.com/in/johannes-schmid](https://www.linkedin.com/in/johannes-schmid) | github.com/johannes-schmid | Portfolio: [Link](#)



PROFILE

- 8+ yrs B2B & B2C SaaS PM
- Enterprise & mid-market
- Vision → roadmap → shipped
- Data-driven discovery
- Multi-market: EU + US
- Ships solo: 1k+ users, 5-fig ARR
- Engineering background (B.Eng.)

PRODUCT

Product strategy & vision · roadmapping & prioritisation · discovery & customer research · Jobs-to-Be-Done · pricing & packaging · stakeholder & C-level management · analytics & metrics (Mixpanel, SQL) · competitive analysis · go-to-market alignment · Agile / Scrum · design sprints

AI / ML PRODUCT

LLM agent orchestration · RAG & retrieval design · prompt engineering & versioning · LLM evaluation (golden datasets, LLM-as-judge) · human-in-the-loop design · annotation workflows · failure-mode analysis

DEVELOPMENT

Python · JavaScript / TypeScript · React · Next.js · SQL · HTML/CSS · Supabase

TOOLS

JIRA · Confluence · Figma · Mixpanel · Dovetail · Productboard · Notion · Slack

CERTIFICATIONS

Certified Scrum Product Owner (PSPO I)
Certified Scrum Master (PSM)
Certified AI Product Manager (Product HQ)
AI Evals for Engineers & PMs — Maven, 2025
Retrieval Augmented Generation — DeepLearning.AI, 2025

LANGUAGES

German — Native
English — Fluent
Dutch — Fluent
Spanish — Working

EDUCATION

B.Eng. Energy Systems
2011 – 2015
Physical Technical Assistant
2006 – 2008

SUMMARY

Senior PM with 8+ years across B2B and B2C SaaS, turning complex, operationally messy problems into shipped product and measurable business outcomes. Owns strategy and execution end-to-end — vision, discovery, roadmap, pricing — working directly with engineering, design, sales and C-level without losing speed. Track record spans 40% revenue growth, enterprise repositioning and retention gains, most recently bringing production AI into a high-liability regulated domain. Also ships and monetises consumer products solo under Studio Firm (1,000+ users, five-figure ARR). B.Eng.; fluent in German, English and Dutch.

WORK EXPERIENCE

Senior Product Manager — [Settly](#)

Relocation management software · Venture-backed, \$6.5M raised · Amsterdam (remote) · 2024 – 2026

- Owned the product side of an AI agent platform automating immigration knowledge work: a four-stage LLM pipeline (retrieval → reranking → drafting → review) with modular domain instruction layers over a 34k-source retrieval corpus. **~30% of host messages** are now AI-drafted, cutting manual effort **20%** overall and **30%** on high-complexity immigration cases. [View case study →](#)
- Designed the evaluation loop: golden datasets built from production traces and scored on retrieval recall and relevancy, an annotation queue for high edit-distance cases, and a failure-mode taxonomy. Defined the AI KPI set, using normalised edit-distance as a passive quality signal on every interaction.
- Shipped an LLM pipeline converting policy PDFs into deterministic rules, cutting policy implementation effort **~90%**; extended it into automated exception detection and spend reporting.
- Beyond AI: led strategy and full rollout of a centralised vendor communication platform, moving fragmented email onto one system — median response time **34h → 17h**, user retention **+40%**. [View case study →](#)
- Consolidated relocation execution into a single source of truth across case tracking, compliance and vendor coordination — gross margin **+20%**, tracking coverage **30% → 80%**, client satisfaction **5 → 8** — and cut ops load further with a 0→1 housing booking flow and self-serve document guidance.

Founder & Product Manager — [Studio Firm](#)

Personal product studio · Freelance · Remote · March 2026 – Present

- Built and grew knmoefenen.nl solo end-to-end — product, engineering, growth, pricing and support — to **1,000+ users** and consistent four-figure MRR.
- Launched inburgeringoefenen.nl, extending the platform to the full Dutch civic-integration curriculum and opening a second acquisition channel.
- Building LoDeAyer — a WhatsApp-native, disposable-camera-style photo sharing app for weddings, live on Android and iOS.

Senior Product Owner — [Rentman](#)

B2B SaaS ERP for event rental · Growth-stage, \$22M raised · Utrecht, NL · 2022 – 2023

- Led a 2-year product vision for Crew Scheduling targeting enterprise and U.S. expansion — repositioning the product as an operations backbone rather than a standalone scheduling tool. [View case study →](#)
- Drove **80% revenue growth** in Crew Scheduling through 50+ features shaped by 100+ customer interviews, Jobs-to-Be-Done research, dogfooding and competitor benchmarking.
- Transformed the licensing and pricing model, resulting in a **40% revenue increase**, alongside 30% higher user engagement and 50% better workflow efficiency. [View case study →](#)
- Launched analytics frameworks enabling data-driven development cycles with

transparent, measurable success metrics across squads.

- Introduced design sprints and structured discovery, accelerating time-to-insight and improving engineering alignment.

Product Owner — **Rentman**

B2B SaaS ERP for event rental · Utrecht, NL · 2019 – 2022

- Redesigned the core mobile app interface — improving workflow efficiency by 30% and reducing onboarding time by 40%.
- Rebuilt the data import pipeline, cutting support ticket volume by 50% and shortening customer time-to-value.
- Shipped a DATEV integration for German enterprise users, enabling audit-ready financial data exports.
- Revamped the dashboard with interactive, customisable widgets — increasing daily active usage and user-reported productivity.

Product Specialist — **Rentman**

B2B SaaS ERP for event rental · Utrecht, NL · 2017 – 2019

- Grew German market share by 200% through focused customer feedback loops and targeted product improvements.
- Established Scrum across two product teams, improving feature delivery speed by 20%.
- Introduced NPS measurement and a bug-scoring/escalation system — reducing critical issue resolution time by 50%.

Junior Project / Product Manager — **RAWE**

Electronic solutions for automotive OEMs · Weiler im Allgäu, DE · 2016 – 2017

- Led cross-functional teams on automotive electronics projects with a 95% on-scope/on-time delivery rate.
- Delivered documentation standards that passed audits from one of Germany's Big 5 automakers, and cut project risk incidents by 30%.

PORTFOLIO — CASE STUDIES

Product Vision for Crew Scheduling — Rentman. JTBD analysis, competitive benchmarking, future press release. [Read →](#)

Custom Pay Rates — Rentman. Pricing and licensing rework behind the 40% revenue increase. [Read →](#)

Vendor Communication Platform — Settly. Discovery through rollout of a centralised vendor workflow. [Read →](#)

Relocation AI Agent Platform — Settly. Architecture, evaluation design, judgement calls and honest limitations. [Read →](#)

Earlier independent work. Founded a European e-commerce business (10K+ social following) and launched a consumer health product from 0 to scaled digital sales.

INTERESTS

Adventure travel (6,000m summits, Himalayas, 40+ countries), music production, sport, fashion.

REFERENCES

Diego Lombardi — **AI Lead, Bizzdesign**

+31 6 15361924 · cz.lom.d@gmail.com

Rick Soons — **AI Lab Lead, Rentman**

+31 6 50964816 · rick@rentman.nl