

Martin Reif

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Professional Summary

Senior Product Manager with 15+ years in SaaS and HR Tech. Recognized for transforming complex challenges into clear strategies and delivering innovative product solutions, including AI-powered features and tailored product bundles. Experienced in leading international cross-functional teams across Engineering, UX, Marketing, and Sales to achieve measurable user and business outcomes. Known for combining analytical rigor with creativity, empathetic leadership, and the ability to inspire alignment among stakeholders at all levels.

Experience

Monster.com/CareerBuilder + Monster

Senior Product Manager

*Vienna, Austria
Sep 2020 – Aug 2025*

- Designed and executed product strategy for the Monster Strategic Talent Solutions Portal, enabling end-to-end self-service recruitment (career sites, job and candidate management) and driving consistent growth in new customer acquisition
- Reduced delivery speed for premium solutions from 6 months to 3 months, launched a new SMB product that increased sales in this segment by 50% through AI-driven features, and enabled full career site launches in less than 5 business days
- Developed AI-powered tools such as Resume Builder and Skill Matcher, shaping concepts that enhanced candidate experience and strengthened competitive positioning
- Conceptualized and tested Gen-Z-focused job board and next-generation resume formats, delivering prototypes informed by user research that increased engagement
- Built and managed remote multidisciplinary teams (Engineering, UX, QA, Content), scaling capacity and accelerating feature delivery cycles
- Introduced discovery and experimentation frameworks (A/B testing, usability testing) to validate product hypotheses, reducing wasted effort and improving roadmap prioritization
- Developed go-to-market strategies and bundled product offerings that expanded into new market segments and increased revenue

Monster.com

E-Commerce Manager EU

*Vienna, Austria
Oct 2019 – Sep 2020*

- Drove online sales strategy across Belgium, Spain, Switzerland, Ireland, and Austria, holding revenue responsibility of EUR 3.5 Mio and increasing international cross-sales by 5%
- Developed localized offers, pricing, and positioning tailored to each market
- Coordinated multi-channel marketing campaigns (digital, email, localized content), optimizing conversion rates through data-driven insights
- Aligned cross-functional teams in marketing and product to ensure consistency in brand experience and messaging across markets

Monster Worldwide Austria GmbH Vienna, Austria

Sales Director Austria

Aug 2018 – Oct 2019

- Overhauled Austrian sales strategy by introducing structured performance reviews, 1:1 coaching, and process improvements that improved closing rates and customer retention
- Negotiated key client contracts and partnerships, driving growth in major accounts and expansion into adjacent business lines
- Redesigned SMB sales strategy and setup, improving new business by 15%
- Maintained customer retention of key accounts above 80% under difficult market and financial circumstances
- Optimized sales processes, increasing efficiency and productivity per sales representative
- Collaborated with cross-functional leaders to shape products, offers, and packages tailored to Austrian market needs
- Implemented profitability screening to ensure sustainable growth and prioritize high-value opportunities
- Developed and promoted top-performing sales reps into leadership roles, strengthening team capability and succession planning
- Reported market insights to executive leadership, influencing strategic product and sales decisions at the country level

Monster Worldwide Austria GmbH

Project Manager, Talent Consulting

Vienna, Austria

Apr 2017 – Jul 2018

- Led consulting engagements in recruiting, employer branding, and media campaigns, delivering strategic proposals that increased client satisfaction and repeat business
- Acted as liaison between Product, Media, and Sales teams to manage stakeholder expectations and ensure timely delivery of high-impact projects

Monster Worldwide Austria GmbH

Inside Sales Specialist & Team Lead

Vienna, Austria

Jan 2011 – Mar 2017

- Managed B2B recruitment accounts across Austria, consistently meeting and exceeding sales targets
- Built and led an inside sales team, implementing structured lead management processes that reduced lead response time and improved conversion
- Oversaw CRM implementation and optimization, streamlining workflows and reducing administrative workload

Leadership & Activities

- Held responsibility for a USD 4.5M product suite, steering growth opportunities, shaping sales stories with Key Account Managers, and driving delivery of new product features to strengthen market position
- Managed and developed teams at multiple levels, from 8 sales representatives to cross-functional squads including engineers, designers, and product managers, fostering professional growth and succession planning
- Partnered with senior commercial leaders and executive stakeholders, translating complex challenges into clear strategies and inspiring alignment across product, sales, and marketing functions
- Introduced structured coaching, performance frameworks, and career development programs that improved retention and promoted internal talent
- Fostered a culture of innovation, collaboration, and continuous improvement by embedding lightweight testing and discovery practices across teams
- Represented company vision in executive-level presentations, building trust with leadership and clients while shaping decisions that drove long-term growth

Skills & Interests

Technical / Product Tools: Jira, Monday.com, Confluence, Figma, Salesforce, Notion

Data & Analytics: Power BI, Looker Studio, Excel

AI & Innovation: ChatGPT, Claude, Gemini, Google AI Studio

Core Competencies: Product Strategy, Roadmapping, Go-to-Market Planning, UX/UI, Agile/Scrum, Cross-functional Leadership, Stakeholder Management

Soft Skills: Strategic Thinking, Storytelling, Problem Solving, Influence Without Authority, Adaptability, Empathy

Languages: German (native), English (fluent)

Education

BHAK/BHAS Krems

Business Administration & Economics

Krems, Austria