



Martin Reif

Product Management | AI | SaaS | Leadership | HR Tech
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Professional Summary



I am a **Senior Product Manager** with **15+ years of experience** in **HR tech**, creating, and scaling **SaaS platforms** that help companies attract, hire, and retain talent. I specialize in turning ideas into market-ready products, from **AI-powered features** to **Gen Z-focused job platforms**, while building strong collaboration across **remote, cross-functional teams**. My background in sales, **leadership** and e-commerce gives me a **commercial mindset** that ensures product strategies are both **user-focused** and **market-aligned**.



Key Achievements



Next-Gen Resume & Job Boards

Envisioned next-generation resume formats and a Gen Z-centric job board experience to meet evolving candidate expectations.



AI-Powered Products

Created AI-powered product concepts (Resume Builder, Skill Matcher) that improved the candidate journey and product differentiation.



Scaled Remote Squads

Built and scaled remote cross-functional squads, streamlining delivery and fostering experimentation.



Sales Strategy Transformation

Redesigned and implemented comprehensive sales strategy transformation for Austrian market, introducing structured performance reviews, targeted coaching, and process optimization to improve efficiency and customer retention.



GTM Strategies

Designed and executed strategic go-to-market initiatives including new product bundles and market entry strategies, successfully expanding into untapped market segments and driving business growth.

Professional Experience

Senior Product Manager

CareerBuilder + Monster | Vienna, Austria | Sep 2020 – Aug 2025

- Led product strategy and delivery for the Monster Strategic Talent Solutions Portal, a self-service recruitment platform for career site creation, job & candidate management.
- Developed AI-driven features including Resume Builder and Skill Matcher to improve candidate experience and competitive positioning.
- Created a vision for next-gen resumes and a Gen Z–friendly job board to address evolving user needs.
- Built and managed remote squads (Engineering, UX, QA, Content) to improve speed, quality, and collaboration.
- Introduced lightweight experimentation and discovery practices to validate ideas and guide roadmap priorities.
- Collaborated with Sales, Marketing, and Leadership to design product bundles and launch strategies for new market segments.

E-Commerce Manager EU (E-Comm Only Markets)

Monster.com | Vienna, Austria | Oct 2019 – Sep 2020

- Managed online sales strategy across Belgium, Spain, Switzerland, Ireland, and Austria.
- Developed localized offers, pricing, and positioning for each market.
- Coordinated multi-channel marketing campaigns to improve conversion rates.

Sales Director Austria

Monster Worldwide Austria GmbH | Vienna, Austria | Aug 2018 – Oct 2019

- Introduced structured performance reviews, regular 1:1s, and targeted coaching to build accountability and skills.
- Mentored team members to improve client management, sales techniques, and career development.
- Redesigned sales strategy to streamline processes and improve efficiency.
- Realigned sales model to increase customer retention and closing rates.

Project Manager Talent Consulting

Monster Worldwide Austria GmbH | Vienna, Austria | Apr 2017 – Jul 2018

- Designed and delivered customized recruiting, employer branding, and media campaigns.
- Acted as bridge between Product, Media, and Sales to deliver complex projects.
- Supported Sales in proposals and strategic presentations.



Inside Sales Specialist & Team Lead

Monster Worldwide Austria GmbH | Vienna, Austria | Jan 2011 – Mar 2017

- Managed and grew B2B recruitment accounts.
- Led Inside Sales team, introducing structured lead management processes.
- Served as CRM lead, optimizing workflows and reducing admin time.

Core Competencies

Product Strategy & Growth: Roadmapping, Platform Scaling, Go-to-Market Planning, OKRs

Innovation & Technology: AI Product Development, Personalization Engines, Process Automation

Leadership & Delivery: Cross-Functional Team Leadership, Agile/Scrum, Stakeholder Alignment, Remote Team Management

User & Market Focus: User-Centered Design, Conversion Optimization, Data Analytics, Market Research, UX/UI Design, User-Centered Design

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

Key Tools & Technologies

Analytics & BI: Looker Studio, Power BI, Excel, Salesforce

Product & Collaboration: Jira, Monday.com, Confluence, MS Teams, Notion

AI: ChatGPT, Claude, Google AI Studio, Figma AI, Cursor, Gemini, Google AI Studio

Others: Power Automate, Office 365, Figma, Canvas, Google Apps

Education

 **BHAK/BHAS Krems, Austria**

 **Business Administration and Economics**

Comprehensive business education focusing on economics, administration, and practical business skills that provided the analytical and strategic thinking capabilities essential for product management and business leadership.