

# Aiman Naeem

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I am an outcome-driven Product professional with a strong bias for action, passionate about leveraging analytical and data-driven insights to drive business growth. With 3+ years of experience across diverse industries, I specialize in bridging the gap between technology, product strategy, and business operations to deliver impactful solutions.



## EXPERIENCE

### Product Application Manager - SAP

DHL eCommerce

Oct. 2024 – Present

Bonn, Germany

- Managing end-to-end feature planning and global rollout of SAP S/4HANA (BRIM) billing solutions across regional e-commerce entities
- Collaborating with cross-functional teams and translating product requirements into structured user stories with clear acceptance criteria
- Administering SAP S/4HANA BRIM authorizations, ensuring least-privilege access, segregation of duties, and secure production system governance

### Global IT and Business Process Manager (Part-time)

Presenius Kabi

Jul. 2022 – Sep. 2024

Bad Homburg, Germany

- Analyzed the performance of business processes and presented comprehensive reports against established KPIs
- Drafted detailed documentation and facilitated training sessions to support the adoption of new business processes
- Designed and executed internal strategies to enhance business domain capabilities and optimize operational processes
- Contributed to the implementation of a demand management project which focused on managing and forecasting demand effectively

### Internal Communications and Engagement Manager (Part-time)

Merck KGaA

Jan. 2022 – Jul. 2022

Darmstadt, Germany

- Designed and implemented dashboards to enable in-depth analysis and improve the performance of internal communications channel
- Re-strategized marketing and communication processes to enhance internal engagement and alignment
- Conducted detailed research analyses to develop innovative communication materials

## KEY SKILLS

**Product Expertise:** Agile, Discovery & Prioritization, Roadmapping, Backlog Management, Market Research, Stakeholder Alignment

**Application Expertise:** SAP, ServiceNow, Jira, Jira Product Discovery, Confluence, Salesforce, Claude Code, Celonis, Figma

**Data Analysis:** SQL, R, SPSS, STATA, Process Mining

## EDUCATION

### Goethe University

M.Sc. International Management

Frankfurt, Germany

2020 – 2024

### Lahore School of Economics

B.Sc. (Double Major) Economics & Marketing

Lahore, Pakistan

2016 – 2020

## CERTIFICATIONS

Scrum Fundamentals Certified (SFC™)  
Explore a Career in Product Management  
Aha! Product Management Professional Certificate  
Product Discovery Micro-Certification (PDC)™

## PROJECTS

### Connection between Sponsorship Disclosure, Influencer Credibility and Consumer Purchase Intention

Aug. 2023

- 60% of respondents considered Sponsorship disclosure positively impacts influencer credibility and consumer purchase intention.

## LANGUAGES

**English:** Business Fluent  
**German:** Intermediate Proficiency