

Shaher Jamal Eddin

Technical Leader · eCommerce Architecture & Global Delivery

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📍 Munich, Germany



01 Profile

Technical leader with **a decade** of driving architecture, product strategy, and global rollouts for a platform spanning Bosch, Siemens, Neff and other major appliance brands. I bring a rare combination of deep technical breadth, spanning full-stack development to MACH architecture, and the human skills that make complex programmes actually land: structured communication, stakeholder alignment across cultures, and the ability to cut through complexity and get people moving in the same direction.

What makes my perspective unusual is end-to-end chain experience: I have worked across support, business, product management, development and architecture at country, regional and global level. I am recognised not just for what I deliver, but for how I show up, including **Colleague of the Year** from 300+ peers in 2024. I apply the same rigour to my own development as to my projects: every role since 2016 has added a new discipline to my chain, backed by continuous, self-initiated upskilling, most recently in full-stack development and generative AI.

02 Core competencies

Global programme delivery & rollouts · Architecture decisions (arc42, ADRs) · MACH & microservices transformation · Product vision & roadmap ownership · Stakeholder management across cultures · Structured communication · Cross-functional team leadership · Technology evaluation & tenders · Web performance monitoring · Quality & review practices · AI workflow integration

03 Technical skills

PLATFORMS & TOOLS

Adobe Analytics · JIRA · SAP Commerce

Hybris · commercetools · ContentStack · FirstSpirit · SAP · Git · Datadog · SpeedCurve · New Relic · Miro · Mural

DEVELOPMENT

Node.js · HTML & CSS · JavaScript · React · UML · GraphQL · SQL · C# · PHP · Java · R

AI & AUTOMATION

Spec-driven development · agent specification writing · workflow automation · prompting · Tools: Claude, GitHub Copilot, Gemini

04 Languages

English

Fluent · C1+

German

B2 – C1

Arabic

Native

Software Solutions Architect, eCommerce Front-end

Sep 2024 – Present

BSH Home Appliances · Munich, Germany

- Coordinates architectural processes, decisions and patterns across seven development teams, including the introduction of arc42 practices such as Architectural Decision Records (ADRs), raising the consistency and traceability of decisions across all teams.
- Evaluates technical concepts and technologies for feasibility and fit within the system landscape: proofs of concept, technology reviews and critical analysis.
- Initiated and established the web performance monitoring and review framework for all development teams, from benchmarking and metrics definition to real-time dashboards (CLS, TTFB and others), embedding quality gates into every team's release cycle.
- Self-taught AI tooling and introduced AI workflows to automate existing processes and explored opportunities for new solutions.
- Represents and leads the D2C IT department in all global architectural projects, working groups and decisions.

IT Product Manager, eCommerce Platform

Oct 2021 – Aug 2024

BSH Home Appliances · Munich, Germany

- Defined the product vision and roadmap, and coordinated delivery across seven product teams operating an eCommerce and marketing platform covering 240+ websites and 120 online shops (B2C, B2E, POS channels).
- Co-led the global transformation of the D2C multi-brand platform into a MACH (Microservices, API-first, Cloud-native, Headless) architecture, including rollout design, external partner coordination and organisational change management.
- Led the technical integration of a D2C marketplace business model as a global digital product into the company's IT portfolio, a programme that now generates multi-million euro revenue across multiple countries.
- Represented platform teams in roadmap planning and requirements prioritisation with IT departments and business divisions globally.
- Contributed to the company's transformation to the SAFe framework and the formation of the new product structure.

Digital eCommerce Capability Owner

May 2019 – Sep 2021

BSH Home Appliances · Munich, Germany

- Managed global eCommerce project rollouts for major brand websites and omnichannel solutions.
- Acted as capability owner for eCommerce features, from concept through implementation and rollout.
- Introduced new capabilities from scratch, including gift-card payments and a Marketplace middleware.
- Consulted countries and end-users on eCommerce analytics and delivered related training programmes.

IT Business Partner (D2C), Region Asia Pacific

May 2018 – Apr 2019

BSH Home Appliances · Melbourne, Australia

- Single point of contact for D2C IT products (online sales and marketing) across all Asia Pacific countries.
- Performed rollouts of online and cross-channel shops and marketing websites for multiple countries.
- Aligned requirements collection and feature development for the region within global IT and business frameworks.

IT Business Consultant (D2C)

Jun 2017 – Apr 2018

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- Supported and performed rollouts for Asia Pacific D2C IT products.
- Acted as Product Owner for a D2C IT cross-channel pilot and was part of the Australia pilot project team.
- Managed the Siemens Multibase website pilot rollout and defined its global IT rollout process.

05 Work experience (continued)

International Trainee in Information Technology

Jun 2016 – May 2017

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- Rotated across global IT consumer-interaction teams: eCommerce, online marketing and social media.
- Attended trainings in communication skills, product development, design thinking and agile project management.
- Provided remote technical support and incident management for Asia Pacific websites.

Technical Assistant (Part-time)

May 2014 – May 2016

Asia Pacific University · Kuala Lumpur, Malaysia

- Managed lab infrastructure, IT helpdesk and end-user support across the university campus.
- Initiated and led the development of multiple internal systems to automate daily workflows.
- Represented and led the team in project planning with the Technology Services department.

06 Awards & honours

Colleague of the Year · Consumer Cluster, Global Digital Services

Nov 2024

BSH Home Appliances

Selected from 300+ colleagues across global consumer-application teams in recognition of consistently going above and beyond.

Technical Assistant of the Quarter

Apr 2016

Asia Pacific University

Awarded by the Technology Services Manager in recognition of exceptional job performance.

Certificate of Appreciation · IEEE / APU Chapter

Aug 2014

Asia Pacific University

Recognised by Prof. L. B. Trustrum (Vice-Chancellor, APU) for contributions to establishing and promoting the IEEE student branch at the university.

07 Education

Double Bachelor's Degree in Information Technology

May 2013 – Apr 2016

Asia Pacific University of Technology and Innovation · Kuala Lumpur, Malaysia

In collaboration with Staffordshire University, UK. Specialism: Business Information Systems · GPA 3.5 / 4.0.

08 Certifications & continuous learning

Self-initiated upskilling completed every year alongside full-time roles, with several earning employer sponsorship.

Talent Development Program · BSH	2025 – Now	Full Stack JavaScript Developer · Udacity	2026
Generative AI with LLMs · DeepLearning.AI	2025	Web Developer Nanodegree · Udacity	2025
React Nanodegree · Udacity	2024	SAFe 5 Product Owner / Manager · Scaled Agile	2023
E-Commerce UX Professional · Baymard	2021	IELTS (score 7.0 / 9)	2019
Ethical Hacker (89.6%) · EC-Council	2014		

09 Volunteering

Start with a Friend (SwaF) · Munich, Germany

Apr 2022 – Mar 2025

Conducted intake interviews with registered members, mediated tandem matches and ran information sessions about the organisation's programme connecting newcomers with long-term Munich residents.