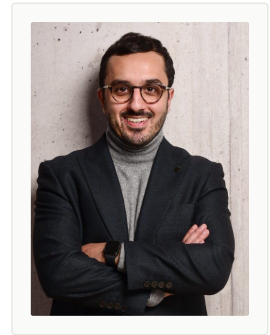


# Shafer Jamal Eddin

Technical Leader · eCommerce Architecture & Global Delivery

✉ [shafer@jamaleddin.de](mailto:shafer@jamaleddin.de) [in](#) LinkedIn [sh](https://www.linkedin.com/in/shaferjamaleddin.com) [shaferjamaleddin.com](https://www.linkedin.com/in/shaferjamaleddin.com)

📍 Munich, Germany



## 01 Profile

Technical leader with **9+ years** 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.

## 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 · 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).
- Evaluates technical concepts and technologies for feasibility and fit within the system landscape: proofs of concept, technology reviews and critical analysis.
- 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).
- 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

BSH Home Appliances · Munich, Germany

- 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

BSH Home Appliances · Munich, Germany

- 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 & training

---

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.