

Fabian Seibt

Senior Product Manager · AI-native Product Builder · GenAI & Platform Products

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PROFILE

Senior Product Manager and hands-on product builder at the intersection of digital products, platforms and applied AI. At congstar (Telekom Group), I run AI-native product development cycles: ideas are designed, prototyped and A/B-tested within the team, and validated experiments go straight into production code. From mid-2025 to mid-2026, I increased overall conversion by 30%. With Claude Code and GitHub Copilot, I build and ship myself — from prototype to production feature — and explore new GenAI use cases in my own product lab, Loggify.

EXPERIENCE

Senior Product Manager · congstar Nov 2022 – Present

- Build and scale digital products in the Fixed Broadband domain (Telekom Group), focusing on the broadband order & checkout platforms on congstar.de
- Increased overall conversion rate by 30% from mid-2025 to mid-2026, with individual experiments lifting conversion by single-digit percentages and up to 10–20%
- Introduced a new product development lifecycle with clear ownership: ideas are designed, prototyped and tested within the team before engineering handover, so validated experiments go straight into production code — enabling fast, experiment-driven iteration in a corporate setup
- Drive AI-native product workflows, embedding GenAI into discovery, prioritization, delivery and operations, alongside Low-/No-Code enablement and cross-team product strategy

Founder & Product Builder · Loggify Mar 2022 – Present

- Founded as a SaaS startup in early 2022 to learn first-hand how to build a company; since evolved into a personal lab for product development and applied AI
- Freelanced for a Cologne-based startup, shipping features in their new native app hands-on as a developer using GenAI-assisted development
- Built and launched side projects, including the digital presence of a local alpaca farm (alpakahof-selbst.de)

Head of Product & Tech · getpacked Oct 2020 – Mar 2022

- Built an ordering platform for local food retail, similar to Lieferando, enabling food artisans to run their own online shops for pre-orders and delivery
- Owned the product vision end-to-end, aligned with business and customer goals, and evolved the product from a gastronomy solution into a platform for food artisans
- Led a team of four developers while contributing hands-on; built the core product on a modern web stack
- Drove product development from discovery to delivery as the central interface between business, product and technology

Product Owner · Honestly Jul 2019 – Oct 2020

- First and sole product manager in the team, building software for large corporate clients
- Shifted the team from sales-driven ad-hoc requests to a structured, vision-driven roadmap and introduced agile processes
- Owned product vision, roadmap and backlog in close collaboration with the founders and a 6-person engineering team
- Led feature discovery, validation and delivery

Product Manager · fedger Feb – Jun 2019

- Responsible for an AI-powered menu extraction service
- Worked at the interface of business, customers and engineering
- First deep exposure to AI-driven products — the foundation for a later AI-native product focus

Product Owner & Project Manager · PIRATE.global

Nov 2015 – Jan 2019

- Product Owner for Startup SAFARI, driving multiple MVPs from concept to production
- Led process automation and workflow optimization across event ticketing and eCommerce operations
- Role evolved from social media marketing into full product ownership

Executive Board Member (voluntary) · OFW

Apr 2013 – Apr 2015

- Voluntary leadership in a student-run non-profit organization
- Progressed from Head of Finance & Controlling to Member of the Executive Board
- Responsible for strategy, revenue and organizing the international 'World Business Dialogue'

EDUCATION

University of Cologne

2011 – 2016

Bachelor of Science · Economics, minor in Business Administration

SKILLS

AI-native Product Development	AI-native Product Development Cycles, Rapid Prototyping, Rapid A/B Testing & Experimentation, Loop Engineering, Conversion Optimization
AI Tools & Engineering	Claude Code, GitHub Copilot, Claude for Work, Agentic Coding, Agentic AI, Multi-Model LLM Workflows, LLM Integration, Prompt Engineering
Product	Product Strategy, Product Discovery, Platform Products, Roadmapping
Build & Tech	React, Web Applications, Process Automation, Low-/No-Code
Leadership	Team Leadership, Cross-team Collaboration, Agile / Scrum, Stakeholder Management

LANGUAGES

German (Native) · English (Fluent) · Spanish (Elementary)