

Tobias Treppmann

AI adoption · Process redesign · Product leadership · Hands-on delivery

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PROFILE

I bring AI into everyday work so that people actually use it. With leadership I decide where AI pays off; with the teams who own the work I redesign the process, build the working system, and make adoption measurable. My experience spans regulated enterprise analytics, shared-service transformation within a publicly listed group, vertical SaaS, and AI delivery at Bibel TV.

70% / 90%

less coordination time and launch acceptance after workflow redesign

Product + Design

nine reports across four disciplines as interim Head of Product

11,405 clips

active n8n pipeline output from 3,504 videos in October 2026

EXPERIENCE

Head of Product Design

2025 – Present

Bibel TV (broadcaster in linear-to-streaming transformation — iOS, Android, web, connected TV) Hamburg + Berlin, Germany

- AI transformation across product and operations. Instrumental through a shipped support copilot, a solo-built fundraising ecosystem, active content workflows, agentic product delivery, and design infrastructure for AI-assisted work.
- Human-centered AI adoption. Secured department-head support and introduced an optional MS Copilot skill through a live demonstration and individual coaching. Initially skeptical colleagues returned voluntarily after experiencing its value.
- AI systems that run. Built and live-tested n8n workflows that transcribe sermon videos and create source-linked clips and structured retrieval material. An October 2026 snapshot contained 11,405 clips from 3,504 videos.
- AI fundraising ecosystem, built solo end to end. Analyzed letter performance and encoded the findings and style guide in a guided web prototype. Shipped a Claude skill producing coordinated content for in-app, web, and video surfaces.
- Conversational AI product in development. Own product management, design, and development of a Bible-study application, including its structured onboarding and retrieval workflows.
- Agentic product delivery. Build live prototypes in code and across APIs; an external engineering agency ships from them.
- Design system as an API. Lead a four-tier DTCG token architecture serving iOS, Android, web, and connected TV, with an enumerated vocabulary that constrains AI-assisted interface work.

Head of Platform and Design

2024 – 2025

ChurchDesk (vertical SaaS for churches and dioceses — DE / DK / UK / SE / NO / CH) Copenhagen, Denmark · Remote from Berlin

- Redesigned a multi-party workflow into a reusable platform capability. Integrated funeral booking into the existing calendar and form builder. It reduced coordination time by 70%, reached 90% acceptance at launch, and then rolled out to the whole customer base.
- Led product management and design together, with one direct report, responsibility for the main-platform specification and ticket board, and the primary client relationship.

Head of Product Design

2023 – 2024

Innox Software GmbH (no-code business platform — DACH / UK / US) Berlin, Germany

- Senior Leadership Team, five direct reports including a design lead. Hired two and promoted two. Served simultaneously as interim Head of Product from July to October 2023 with nine reports across product, design, data, and UX writing.
- Returned in 2025 as an independent AI product consultant, working with the CEO and technical co-founder on an onboarding model that turns a process description into an editable application structure in the real builder.
- Owned the design system and its joint design-engineering governance.

Product & UX Strategist

2021 – 2022

Hypoport hub SE (shared-services arm of listed Hypoport SE) Berlin / Lübeck, Germany · Remote

- Helped transform bespoke internal services into more standardized offers. Recurring workshops and reviews with department heads moved case-by-case support toward a scalable service catalog.
- Facilitated organizational change through executive training and formal governance roles.

Director of Design

2016 – 2021

Datameer GmbH (collaborative data analytics for regulated banks and insurers) Berlin, Germany · team across Germany and NYC

- Moved design and research into strategic product decisions as the company pursued a new product opportunity, securing executive support for user research and increasing design's role in roadmap conversations.
- Led the design team across Germany and NYC, with two UX designers reporting directly and responsibility for priorities, quality, mentoring, and distributed collaboration.
- Designed complex enterprise workflows for business users, analysts, and data engineers, including data-dense interfaces and uncertainty in sample-based query previews.

EARLIER CAREER PROGRESSION

Independent Consultant · *Oratio&Co / Treppmann Studio* · 2016 – Present · Remote · product, design, workflow and AI consulting

Senior Mentor · *CareerFoundry* · 2016 – 2026 · Remote · mentoring and coaching product designers

UX Strategy Lead · *Spreadshirt* · 2014 – 2016 · Leipzig, Germany · international e-commerce

Earlier · *UX Manager, UX Designer, Web Developer* · 2009 – 2014 · Pennsylvania, USA

EDUCATION

M.A. Leadership

Kairos University, South Dakota, USA
Completed 2026

LANGUAGES

German · native

English · C2, fluent

SKILLS

AI transformation & adoption

Opportunity discovery · workflow redesign · executive facilitation · sponsor alignment · workshops and coaching · human-centered adoption · operating-model thinking

AI products & agentic systems

Agentic engineering · Claude · MS Copilot · n8n · real-code prototyping · API integration · prompt architecture · criteria-based LLM evaluation

Product & organizational leadership

Product strategy · product management · Senior Leadership Team · design leadership · distributed teams · hiring, promoting, mentoring, and coaching

Responsible system design

Human authority over consequential outputs · explicit scope and restricted-topic rules · editable AI output · accessibility · design tokens as an AI control surface