



## E-commerce Experience Overview Leonie Garrecht

This document summarizes and contextualizes my e-commerce-related experience, extracted from my CV and translated into clear, application-ready language. It highlights both direct e-commerce ownership and adjacent product, payment, growth, and platform experience relevant to modern digital commerce environments.

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### Direct E-commerce Ownership & Operations

Business Consultant / Product Developer – s'ander Atelier (Basel, Switzerland)

**10/2024 – Present**

In this role, I own and execute end-to-end e-commerce growth initiatives for a consumer-facing brand, combining strategic planning with hands-on implementation.

**E-commerce focus:** - Full ownership of **conversion optimization**, including funnel analysis, SEO, and data-driven social media strategies - Optimization of **online sales performance** through experimentation and performance tracking - Introduction of **workflow automation** to streamline e-commerce operations and reduce manual effort - Market and customer analysis to support **expansion into new, non-seasonal product segments**

This role reflects my responsibility for revenue-generating digital channels and my ability to translate data insights into measurable commercial impact.

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### Partner Management – Parezzo GmbH (Specialty Coffee)

**10/2023 – 10/2024**

Here, I was responsible for the operational and commercial backbone of a specialty coffee e-commerce business.

**E-commerce focus:** - Ownership of the **online shop and supply chain processes**, from sourcing to fulfillment - Coordination between producers (coffee farmers), internal operations, and retail partners - Growth and support of a **retail partner network**, bridging B2C e-commerce and B2B sales - Development of strong product expertise to support merchandising and customer advisory

This experience combines digital commerce with physical goods logistics, quality management, and partner ecosystems.



## Payments, Checkout & Transaction Experience

### Product Owner – Payment Experience, wallee AG

**11/2022 – 04/2023**

As Product Owner for Payment Experience, I led core payment capabilities that directly impact e-commerce conversion, trust, and checkout performance.

**E-commerce focus:** - Product ownership of **digital payment integrations** (Apple Pay, Google Pay, Twint) - Optimization of the **checkout experience** to reduce friction and improve payment success rates - Maintenance and optimization of **3D Secure authentication**, balancing security, compliance, and user experience - Close collaboration with merchants, internal teams, and external partners within a payment ecosystem

This role gave me deep, hands-on experience in one of the most critical components of e-commerce: secure, high-converting payment flows.

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## Product, UX & Conversion-Oriented Experience (E-commerce Adjacent)

### Senior Product Owner – dormakaba Schweiz AG

**03/2019 – 07/2020**

While not a traditional e-commerce platform, this SaaS and platform role is highly relevant to scalable digital commerce.

**E-commerce focus:** - MVP-driven development and roadmap ownership for a global SaaS platform - Close collaboration with UX/UI teams, including mockups and prototypes for user validation - Strong focus on **availability, performance, and scalability**, essential for high-traffic digital platforms - Hands-on experience with CI/CD, cloud infrastructure, and global rollouts

These capabilities translate directly to building and scaling reliable e-commerce and marketplace platforms.



## Early Product & UX Roles – Stafffinder / Coople

### 2016 – 2018

My early product roles built a strong foundation in user-centric, data-informed digital product development.

**E-commerce focus:** - Hands-on experience with **A/B testing**, user research, and data analysis - Close collaboration with UI/UX designers to improve usability and engagement - Exposure to mobile applications, internal tools, and platform optimization

These skills are core to conversion optimization and customer experience in e-commerce.

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## Summary of My E-commerce Strengths

Across my career, I combine **hands-on e-commerce ownership** with **deep platform, payment, and product expertise**. My profile is particularly strong in:

- End-to-end e-commerce operations and growth
- Payment systems and checkout optimization
- UX-driven conversion improvements
- Platform scalability and reliability
- Bridging strategy and execution in digital commerce environments

This combination allows me to contribute quickly and effectively in senior e-commerce, product, or digital business roles where commercial impact and technical understanding go hand in hand.