

Oliver Pitsch

Product & Design Leader | Strategy to market, with teams and AI

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Work Experience

2026 **AI Labs**
Head of Product & Engineering

- Led product strategy, UX and frontend development for an AI-native enterprise SaaS product, working closely with the CEO and our engineering lead.
- Translated complex AI capabilities into clear user journeys, product requirements and production-ready interfaces.
- Established AI-native workflows with Claude Code and Codex across design, development and delivery.
- Took the product from zero to market-ready in eight weeks, with one engineering lead and a team of AI agents.

2025 – 2026 **Ordio**
Head of Product

- Reorganized product management and product development for AI-native building, together with the CEO and CTO.
- Redefined product workflows for a world in which AI takes over more of the implementation, reducing handoffs and increasing execution speed.
- Made the design system agent-ready, so AI-generated output stayed aligned with product quality, patterns and system logic.

2017 – 2025 **Trusted Shops**
Director UX & Product Marketing

- Reported to the CEO and CPO for eight years and shaped one cohesive product strategy together with my peers in product management and engineering.
- Led UX and Product Marketing across more than 10 product teams in 6 countries, for a portfolio serving 35,000+ businesses and 45 million+ consumers.
- Built the product organization together with my peers, with product designers embedded in cross-functional squads and content working across all of them as a central team.
- Took the new product and shop review platform from concept to launch and operations in 11 countries, owning product design and UX end to end while my teams built and shipped it side by side with product management and engineering.
- Built and scaled the Helios design system family across products, channels and touchpoints, shared in design and in code.

2022 – present **Pitsch Studios** (side projects)
Founder, Product Leader & Builder

- Build and run a portfolio of digital products, including Joinride.cc, Famili.one, neuerName.com and Onefold.me, from problem discovery and positioning through UX, visual design, development, launch and growth.
- Use these products as a real-world lab for how agentic AI changes product management, design and engineering, and bring the workflows that hold up back into the teams I lead.

2015 – 2017 **Studitemps** (now jobvalley)
Senior UX Designer & COP Lead UX

- Joined as the first UX designer and established UX processes across 8 product teams.
- Hired and built the UX team, and led UX as a community of practice across the product organization.

2012 – 2015 **Reputami**
Founder & Managing Director

- Co-founded a reputation management SaaS company for the hospitality industry.
- Led product design and development.
- Built the company through to acquisition by eKomi in 2015.

About me

I am a product and design leader from Cologne with 15 years of experience taking B2B and consumer products from strategy to market. I work hand in hand with CPOs and VPs of Product, lead the teams that build, and treat design quality as a driver of business results.

At Trusted Shops I reported to the CEO and CPO for eight years and led UX, design systems and product marketing across 10+ teams in 6 countries. I co-founded Reputami, acquired by eKomi, and most recently took an AI-native product to market-ready in eight weeks at AI Labs. Alongside, I build my own products with AI.

What I do

Partner to product leadership. Shaping product strategy hand in hand with CPOs, VPs of Product and CEOs, and connecting it with UX, product design, technology and business outcomes across complex B2B and consumer platforms.

Building and leading teams at scale. Building and leading UX, design, content and product marketing teams across more than ten product teams in six countries, both embedded in cross-functional squads and as central teams working across them.

Design systems for people and agents. Building design system families across products, channels and touchpoints, and making them agent-ready so AI-generated output stays on brand and on quality.

AI-native product building. Designing and shipping production software with agentic AI, context engineering and rapid prototyping. Combining AI strategy at leadership level with hands-on product development.

Languages

German (native) · English (C2)

Get in touch

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