



ELMAR SCHRAML

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Summary

Software Engineering Manager with experience in development, architecture and consulting in the fields of ecommerce, PIM/DAM and web development.

Experience

ARITHNEA GmbH

Neubiberg(Munich), Germany

Team Manager ecommerce & DAM

07/2016 - now

Responsibilities:

- *Lead, develop and manage* a team of software engineers in ecommerce projects
- *Grew the team* from scratch to 12 developers since 2016: recruiting, onboarding, training
- *Presales for Ecommerce, PIM und DAM*: workshops, sales calls, trade shows, technology consulting and solution design
- *Team lead for DAM (Digital Asset Management)* projects, partner manager for celum
- *Knowledge transfer*: organizing 10 internal tech talks per year
- *Technology*: leading workgroups for new technologies and partnerships, speaking at conferences, consulting on architecture and technology choices

Projects:

- *Consulting and architecture for the online service platform Trilux.One* based on SAP Commerce Cloud and Salesforce Identity for Trilux (Germany)
- *Consulting und architecture for an enterprise-wide DAM* based on celum for Autoliv (Sweden)
- *Technical design and concepts for Product Information Management* at Maplin Electronics (UK)
- *Tech lead for FirstSpirit CMS development* at Ernst Klett Verlag (Germany)

ARITHNEA GmbH

Neubiberg (Munich), Germany

Senior Consultant

10/2014 - 06/2016

Consultant

07/2011 - 09/2014

- *celum DAM system at Ernst Klett Verlag* (educational publishing house): greenfield project comprising consulting, specification and architecture as well as development, training and application management. Own roles: technical project manager, consultant and lead developer
- *Payback loyalty program in the online shop of Fressnapf* (the biggest German retailer of pet supplies): business logic for loyalty benefits and redemption, CMS components, XML- and ETL-based imports and exports
- *PIM system based on hybris* for a leading German manufacturer and retailer of toys and children's apparel: webservice-based integration with the ERP system, development and customizing of web frontends and BPMN workflows
- *B2B webshops based on hybris for BayWa AG* (trader of agricultural goods): design and business logic for price and shipping cost calculation, webservice integration and JavaScript frontends

adesso AG

Munich, Germany

Software Developer / IT Consultant

01/2008 - 06/2011

Projects for selling insurance online at **Allianz Deutschland AG**:

- *Online price calculation and sales for pet health insurance*: Greenfield development of portlet (Websphere Portalservlet) and webservice (Spring-WS) as pilot project for a new tech stack based on JEE and open source tools (Svn, Maven, Spring, JSF, JUnit, Eclipse, JQuery)
- *Partner Sales System for Casualty Insurance*: integrated the POS Systems of partner banks with the Allianz sales platform. Mentored internal developers in Java/J2EE/web development and agile project management methods (scrum, pair programming, TDD, continuous integration)
- *Maintenance of various online tariff calculators*: webservice-based integrations, PDF generation and processing

JonDos GmbH

Regensburg, Germany

Software Developer

01/2007 - 12/2007

- *Jondonym (anonymizer service)*: architecture, design and implementation of the payment and accounting systems (Java/Swing client, C++ server, Ruby/Rails webapp)

Education

Diplom-Wirtschaftsinformatiker (4-year degree in Business Information Systems), Regensburg University, 2007

Master of Business Administration, Murray State University, 2005

Languages

- German (native)
- French (fluent)
- Spanish (conversational)

Certifications

- Management training program "License to Lead"
- Certified Scrum Master
- Certified Project Management Associate (GPM / IPMA Level D)
- Springsource Certified Enterprise Integration Specialist
- hybris core developer, hybris commerce developer, hybris business analyst

Hobbies

- Outdoor sports (Running, Co-leading the international bike touring club „Munich social cyclists“)
- Music (Bar piano)