

DRITAN MULLA

Director Product & Innovation

Innovation | Commercialisation | Cross-Functional Leadership | Transformation

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20+

Years of Experience

10+

Years Innovation & Transformation

End-to-End

Commercialisation

EUR 7.5M

Budget Responsibility

PROFILE

More than 20 years of experience across product, operations, and technology, including over 10 years in innovation, transformation, and strategic product leadership. I lead complex cross-functional programmes from feasibility through roadmap, governance, go-to-market, launch, stabilisation, and scaled operations. My strength lies in translating innovation priorities into executable plans, aligning market ambition with operational feasibility, and guiding diverse stakeholders towards clear decisions and measurable outcomes. I am particularly effective in environments where innovation, commercialisation, and cross-functional leadership must work together to deliver speed, structure, and sustainable impact.

PROFESSIONAL EXPERIENCE

01/2020 – 08/2026

Director Product Management

GERMANTECH Operations GmbH

- Strategic leadership of complex innovation and transformation programmes for corporate and public-sector organisations
- Transferred new digital business models, ESG platforms, and service offerings from feasibility into commercialisation and scaled operations
- Built integrated roadmaps, governance structures, and decision frameworks across product, operations, technology, and external partners
- Led interdisciplinary teams; owned prioritisation, KPIs, risks, resources, and dependable delivery execution
- Introduced AI-based applications to improve analysis, decision-making speed, and operational execution
- Scaled successful initiatives through clear rollout, operating, and stabilisation concepts

04/2016 – 12/2019

Director Product Management

GERMANTECH DIGITAL

- Built new digital products and business models in the energy and real-estate environment
- Owned end-to-end execution of innovation initiatives from validation and business case through go-to-market
- Aligned management, domain experts, technology teams, partners, and operational delivery in complex programmes
- Managed budgets, timelines, dependencies, and risks with a strong focus on quality and measurable outcomes
- Established structured delivery, governance, and rollout processes for scalable operating units

08/2014 – 03/2016

Senior Manager Ad Technology

Scout24 AG

- Technical and data-driven integration of AutoScout24, ImmoScout24, and FinanceScout24 within a large digital ecosystem
- Coordinated cross-functional initiatives across product, technology, and commercial touchpoints
- Expanded digital mechanisms, control models, and scalable rollout logic for business-critical journeys

Hands-on experience with complex dependencies, integrations, and operational scaling

07/2011 – 07/2014

Operations & Data Roles

MAS Angel Fund / Gamegenetics GmbH

- Built reporting and data infrastructures, process automation, and operational control systems
- Enabled data-driven decisions, performance management, and scalable execution structures

Worked closely across operations, product, analytics, and management

01/2008 – 06/2011

Senior Technical Product Manager / Head of Operations

Contnet AG

- Led a team of five employees and held overall technical responsibility for all mobile B2C and B2B projects
- Served as the main point of contact for B2B clients, external service providers and internal departments, while managing Customer Care for Mobile Content Services including 24/7 support

Built reliable team and operational structures to support scalable execution across mobile B2C and B2B projects.

08/2003 – 12/2007

Senior Technical Product Manager / Head of Operations

Buongiorno Germany GmbH

- International projects, mobile services, and commercial product launches in a dynamic market environment
- Ensured operational stability, quality-assured delivery, and cross-functional coordination across multiple units

Secured operational stability and coordinated international delivery across product, technology and commercial teams.

CORE COMPETENCIES & METHODS

Innovation & Commercialisation

- Innovation Management
- Commercialisation & Go-to-Market
- Stage-Gate & Milestone Governance
- Roadmaps & Portfolio Steering
- Business Cases & Prioritisation
- Rollout, Launch & Stabilisation
- Scaling New Offerings

Cross-Functional Leadership

- Stakeholder Management
- Interdisciplinary Team Leadership
- Budget Responsibility up to EUR 7.5M
- Risk & Resource Management
- Governance & Escalation
- Delivery Excellence
- External Partner Steering

Operations & Execution

- Operational Feasibility
- Transformation Programmes
- Data-Driven Decision Models
- AI-Enabled Efficiency Gains
- Agile Methods
- Lean Startup / MVP
- Scaled Operations &

EDUCATION

2014 – 2015

Bachelor Professional of Technical Management

Certified Technical Business Administrator (HWK) | Berlin

2019

Business Agility and Innovation Leader

2022

Digitale Fitness für Entscheider

2023

Radical Collaboration

PROJECT

LIQUIBOT (GreinerAG): LIQUIBOT is a digital medical technology venture developed with Greiner Innoventures to automate real time fluid intake and output measurement in hospitals and reduce manual documentation in postoperative care.

ESGHUB (VW): ESGHUB is a corporate venture developed with an automotive group to help companies aggregate sustainability data from different systems and formats and provide it through a SaaS based online tool.

AICORITE: aicorite is a B2B pricing intelligence platform that gathers, curates and reviews data from multiple sources to support well informed pricing and business decisions

Wir-von-Hier (EWE): Wir von Hier was a regional neighborhood network designed to strengthen local relationships by connecting people, institutions and commerce within a community.

EIGENSONE (EWE): EIGENSONNE was an EWE backed full service photovoltaic platform for private customers, making the purchase, rental and installation of solar systems simpler through a digital customer journey.

Wechselhelfern (EWE): Wechselhelfer was a service oriented digital platform for private households that automated and optimized recurring contracts according to customer needs.

AMPERAS: AMPERAS was an EWE business customer platform concept designed to automate energy procurement, increase market transparency and shorten the energy value chain through data driven optimization.

OSINT Plattform (Privat): The OSINT Platform is a private project for structured open source intelligence gathering, combining automated research logic, local AI models and controlled separation of data collection and analysis.

DEMARIS DIGITAL (Privat): DEMARIS DIGITAL translates market intelligence into strategic clarity by identifying emerging opportunities, shaping innovation strategies and designing resilient future business models.

LANGUAGES

German: Native

English: Business fluent (C1/C2)

Albanian: Fluent

INTERESTS & PERSONAL

Innovation, AI, n8n, and technology trends | Chess | Swimming | Family & social engagement | Urban development & innovation