



Thomas Brömel

DIRECTOR OF PRODUCT

Product leader with 10+ years building and scaling B2B platforms and data products. Leads strategy, teams and cross-functional execution to deliver measurable business outcomes.

Experience

BAYES ESPORTS SOLUTIONS GMBH, BERLIN 03/2024 — 10/2025

Bayes Esports is a supplier of official live data and technology solutions for betting and media clients within the esports industry.

Director of Product

- Led a team of 5 Product Managers and Designers across Bayes' core product portfolio.
- Defined product strategy and priorities across live data, odds and video products, aligning investments with commercial and strategic goals.
- Owned a product portfolio associated with €15M+ in ARR, serving partners such as EFG, BLAST, Riot and leading betting operators.
- Orchestrated cross-functional delivery across Engineering, Operations, Sales and Business Development to successfully launch new live data and platform capabilities with strategic partners.
- Helped secure multi-million euro partnerships including Google and Esports World Cup by shaping the product value narrative and integration roadmap.
- Initiated AI-powered fan engagement opportunities by defining use cases, data strategy and technical feasibility for next-generation esports experiences.
- Built alignment across product, engineering and commercial functions around shared priorities and measurable outcomes through OKRs and clearer cross-functional planning.

Key achievement: Led strategic product initiatives that expanded Bayes' capabilities across data, tooling and partner integrations, strengthening Bayes' market position.

CLEVERSHUTTLE GMBH, BERLIN 10/2022 — 01/2024

CleverShuttle was an established provider of on-demand ride pooling services for public transportation in Germany with its own in-house operations software.

Senior Product Manager

- Owned product direction for software enabling autonomous shuttle operations in public transit across regulatory, operational and partner-driven requirements.
- Translated complex regulatory, operational and partner constraints into roadmap priorities and delivery plans, enabling Germany's first autonomous shuttle operations.
- Coordinated product discovery and delivery across internal stakeholders and CleverShuttle's main DRT (demand responsive transport) partner to align roadmap, requirements and implementation.
- Led cross-functional development of operator tools that increased ride-pooling utilization by 20% and improved day-to-day operational reliability.

Key achievement: Delivered the first operational software for autonomous on-demand shuttles, enabling CleverShuttle to demonstrate technical readiness and laying the foundation for scaling the KIRA project.

Details

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Skills

Product Strategy & Vision
Product Leadership
Cross-Functional Leadership
Team Development
Portfolio & Roadmap Leadership
Stakeholder Alignment
B2B SaaS & Platform Products
Product Discovery & UX Strategy

Technical Areas

Data Platforms & Pipelines
API Strategy & Integration
Microservices Architecture
Technical Product Development
Experimentation & Testing

Methods

Scrum
Kanban
OKRs

Languages

German (native)
English (business proficient)

NEWSTORE INC, BERLIN

02/2015 — 06/2022

NewStore builds a global turnkey, mobile-first omnichannel solution for retailers who want to provide their consumers and store associates with the best experience.

Product Manager

02/2019 — 06/2022

- Owned product strategy, roadmap and backlog across multiple product areas and NewStore's in-store mobile app.
- Led discovery, design, prioritization, development and delivery in agile teams.
- Worked with designers on wireframes and prototypes to guide engineering efforts and shape the right user experience.
- Synthesized customer needs, stakeholder input and product scenarios into requirements and feature improvements.
- Collaborated with operations to build onboarding and customer enablement.
- Used OKRs to create alignment and focus around measurable goals.

Key achievement: Launched offline mode for the in-store mobile app, enabling the onboarding of numerous large retailers.

Senior QA Engineer

02/2015 — 01/2019

- Designed API and service level tests within microservice architecture.
- Built E2E and regression tests for the NewStore omnichannel platform.
- Collaborated with developers and product managers in Scrum teams.

PEPPERBILL GMBH, ERFURT

01/2014 — 01/2015

QA Engineer

- Established automated UI tests to ensure continuous delivery.
- Improved quality processes and implemented quality standards.

Education

B.Sc. Business Information Technology

10/2012 — 02/2015

Schmalkalden University of Applied Sciences

- Focus: Application Systems and Information Management
- Internship semester at Siemens Wind Power A/S in Brande, Denmark

Berlin, 01.05.2026



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