

JULIAN CASPARI

Perth, WA | Open to roles Australia-wide | Available immediately

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No visa sponsorship required.

Recent Master of Innovation & Entrepreneurship graduate (84.6 CWA, with Distinction) and product and strategy professional with 3+ years across product management, strategy consulting and high-value sales in Germany, Malaysia and Australia. Owned digital customer journeys as Product Owner, built market-sizing models, prioritised roadmaps and features from data and ran the PMO for an engineering team of 30+. Co-founded a PropTech startup, taking it from idea to MVP through two accelerators, and shipped an LLM-powered product on the Gemini API and OpenRouter.

AI & PRODUCT VENTURES

Creator & Developer

2026

Product Pilot (www.productpilot.io) - Work in Progress

- Built and deployed an LLM-powered product planning assistant that gives first-time founders a structured path from idea to product plan.
- Integrated Gemini and OpenRouter APIs for model selection; prototyped features through AI-assisted development and iterated on user feedback improving usability, output precision and latency.

Co-Founder & Product Lead

Jul 2025 – Jul 2026

Settlr, Perth, WA

- Co-founded a PropTech platform for mid-term accommodation; built the working MVP with AI-assisted development.
- Ran customer discovery interviews with hosts and tenants, plus market and competitor analysis, to validate personas, pain points and commercial feasibility.
- Pitched to panels, secured a Malka Foundation Grant, completed Curtin Ignition and CERI accelerators.

PROFESSIONAL EXPERIENCE

Product Management Consultant

Dec 2022 – May 2024

Tagueri AG, Berlin, Germany

- **Digital Sales Journey:** Product Owner for a premium German automotive brand's digital sales product. Ran stakeholder interviews to capture requirements and redesigned the dealer and consumer sales journey, integrating configuration, financing and insurance into one flow.
- **Roadmap Prioritisation:** Embedded six months with the heat pump product manager of a leading climate solutions manufacturer. Analysed sales data and feature performance to prioritise the hardware/software roadmap and aligned engineering, marketing and senior management.
- **Market Sizing:** Modelled sales potential across 20+ European heating markets for an AI-based heater optimisation device. Delivered a quantified forecast and market prioritisation under limited data.
- **PMO & Steering:** Ran the PMO for a German automotive OEM's EV component programme. Facilitated steering meetings of 30–50 engineers and managers, controlled the delivery timeline in Jira and Confluence, and coached the client team on ASPICE process compliance.
- **Go-to-Market & Business Development:** Co-developed Tagueri's Product Management as a Service (PMaaS) offering. Built the messaging framework, pitch decks and customer personas, and contributed to proposals that won 5+ client engagements.

Sales Consultant Real Estate

Mar 2021 – Sep 2022

Vandenberg, Berlin, Germany

- Advised buyers end to end from first inquiry to notary closing; closed EUR 4M+ across 10+ transactions within the first 12 months.
- Improved buyer journey based on customer feedback, e.g. introducing virtual 3D tours.

Product Management Intern

Jul 2020 – Dec 2020

BMW Group, Munich, Germany

- Held Product Owner responsibilities on a digital portfolio expansion project; mapped and improved end-to-end customer journeys across connected vehicle services.
- Designed and rolled out a new sales process: captured market requirements and onboarded engineering, marketing and international subsidiaries.
- Conducted market and competitor analyses to guide portfolio expansion; authored the business review and steering committee documents for the business line.

Product Management APAC Intern

Oct 2018 – Feb 2019

Continental Tires, Kuala Lumpur, Malaysia

- Coordinated the product steering process between commercial, engineering and legal to align the tyre portfolio across key APAC markets.
- Built a VBA tool to automate internal reporting workflows and improve data accuracy.

EDUCATION

Master of Innovation & Entrepreneurship

2024 – 2026

Curtin University

- Conferred with Distinction: 84.6 course weighted average.
- **Selected Academic Units:** Introduction to Programming (91%), Business Project Management (90%), Business Analytics & Data Visualisation (87%), Commercialisation of Technological Innovation (84%).
- **UX Design Case Study (88%):** Designed a high-fidelity Figma prototype for a matchmaking platform, replacing swipe-fatigue mechanics with shared activity-based group interactions. Utilised user research, journey mapping, systems thinking – [view the Figma prototype](#).
- **Financial Data Analysis (87%):** Built a [Tableau dashboard](#) on ESG and financial performance across APAC.

Bachelor of Science in International Business Administration

2016 – 2020

European University Viadrina

- Thesis: Logistics 4.0 – Technological Trends and Their Impact on the Supply Chains.
- Specialised in Economics, Management and Marketing; additional coursework in Finance.

KEY SKILLS

- **Product & Strategy:** Product Strategy, Roadmap Prioritisation, Customer Journey Mapping, User Research & Stakeholder Interviews, Requirements Gathering, Market Research & Competitor Analysis, Market Sizing & Quantitative Modelling, Business Model Analysis, Go-to-Market Strategy, PMO.
- **Technical & AI:** Gemini API, OpenRouter, Google AI Studio, AI-assisted development (Claude Code, Visual Studio Code), Advanced Excel, PowerPoint, Tableau, Figma, Jira, Confluence, Python (Basic).
- **Languages:** German (Native), English (full professional proficiency).