

# MATTHIAS GRUBER

📍 Europe or remote

☎ +43 699 1262 7556

✉ hello@matthiasgruber.eu

🌐 linkedin.com/in/matthias-gruber-pm

## SUMMARY

Passionate generalist with 8+ years experience in cross-functional team management and 10+ years as a successful hospitality sales specialist. Proficient leveraging customer experience optimization and data analysis to consistently drive profitable operation. Now, eager to merge past experience with comprehensive coding skills and expertise in digital product management to transition into a dynamic role supporting the acceleration of digital transformation.

## EXPERIENCE

### Health & Fitness Coach

#### Freelance

📅 2016 - Present    🌐 mattspt.com

Fitness training & sport rehabilitation tailored to diplomats & expats living abroad

- Introduced an independent brand with sharp focus on web presence and social media to acquire and retain 100+ international clients from 25+ different nations. Conducting 3,000+ hours of one-on-one sessions, both in-person and virtual.
- Incorporated accountable goal setting and success reviews for clients to enhance their progression and motivation, supporting to overcome hurdles and maintain a holistic long-term fitness journey.
- Developed and periodically redesigned the business' website (5+ years), utilizing WordPress CMS complemented by custom HTML, CSS, JavaScript and API integration.
- Utilized SEO and content marketing to drive organic Google search result ranking. Average rank #2 and CTR 11.7% (2023) for my segment & location.

### Co-Founder, Head of Operations & Finance

#### The Fitness Village

📅 2016 - 2023    📍 Hanoi, Vietnam

Boutique gym awarded #1 Best Health & Fitness Club and #1 Best Group Fitness Classes in Hanoi (May 2023)

- Established full operational structures to welcome 6,000+ visitors from 100+ different nations.
- Introduced customer service strategy, standard operating procedures and training protocols to boost customer satisfaction. Google Maps 4.5; Facebook 5; TripAdvisor 5 (each out of 5).
- Built a comprehensive CRM system including customer management, session check-in, payment tracking, sales follow-up, reminders, and automated emailing using interlinked Google sheets, Apps Script, Looker Studio and Google Cloud API.
- Delivered 8/8 years of profitable operation leveraging success metrics, data analytics, and proactive forecasting for business shifts.

## TECHNICAL SKILLS

#### Digital Product Management:

Hypothesis-Driven Development, Product Lifecycle, Personas, User Interviews, User Stories, MVP, Wireframes, A/B Testing, Roadmapping, Agile Principles, Customer Funnel, UX Mapping

#### Coding & Frameworks:

Python, Django, JavaScript, TypeScript, React, Next.js, HTML/CSS, Bootstrap, Tailwind, PHP, Git, JSON, APIs, SQL

#### Design & Visualization:

Figma, Adobe Suite, Visme

#### Analytics:

Google Analytics 4, Google Search Console, Mouseflow, Looker

## SOFT SKILLS

Problem-solving    Communication  
Mentorship    Adaptability    Empathy  
Critical thinking    Prioritizing

## CERTIFICATIONS

#### Digital Product Management

##### Specialization

University of Virginia Darden School of Business

- Digital Product Management: Modern Fundamentals
- Agile Meets Design Thinking
- Hypothesis-Driven Development
- Agile Analytics
- Managing an Agile Team

#### Web Programming with Python and JavaScript

Harvard University CS50

#### Introduction to Databases with SQL

Harvard University CS50

#### Learn React

Scrimba

#### Become a Product Manager | Learn the Skills & Get the Job

Udemy

# MATTHIAS GRUBER

📍 Europe or remote

☎ +43 699 1262 7556

✉ hello@matthiasgruber.eu

🌐 linkedin.com/in/matthias-gruber-pm

## EXPERIENCE (CONT.)

---

### Director of Convention & Events

#### InterContinental Hanoi Westlake

📅 2012 - 2015 📍 Hanoi, Vietnam

- Led a team of 6 employees/managers overseeing sales results and event execution of all corporate groups, meetings and events.
- Restructured the department and communication resulting in 24% improvement in sales proposal quality and 13% in event satisfaction.
- Headed cross-functional team meetings and initiatives to guarantee successful execution of 1,000+ groups and events. Mastered to bridge communication and improve understanding between specialists, customers and business aspects.
- Developed yearly budgets, strategies, action plans and regular forecasts. Part of the interdepartmental strategy team and responsible to drive revenue and success of the MICE segment.
- Introduced a new standard for site inspections increasing the conversion rate for corporate groups by 8%.

### Director of Event Management

#### Munich Marriott Hotel

📅 2010 - 2011 📍 Munich, Germany

- Oversaw 2 subdepartments responsible for event sales and execution.
- Boosted sales revenue and customer satisfaction by introducing digital proposals and implementing automated follow-up procedures.
- Executed all personnel related responsibilities for employees and positions in my team. Including KPI goal setting, career development plans, performance appraisals, job interviews and hiring.

### Event Manager

#### Copenhagen Marriott Hotel

📅 2008 - 2010 📍 Copenhagen, Denmark

- Managed the 2 most prestigious VIP events for the hotel in 2009:
  - IOC headquarter during 121st IOC Session & XIII Olympic Congress.
  - Hosted 8 head of states and related delegations during COP15.
- Headed the event management portion of the software upgrade project Opera 4 to Opera 5.

### Event Manager

#### The Imperial Riding School Vienna, a Renaissance Hotel

📅 2001 - 2008 📍 Vienna, Austria

- Led a team of 4 employees/managers overseeing event sales results and event execution.
- Headed the event management portion of the software conversion project Fidelio to Opera 4.
- Further roles during this tenure: Asst. Event Manager, Event Management Coordinator, Reservation Sales Agent.

## CERTIFICATIONS (CONT.)

---

### Probability - The Science of Uncertainty and Data (6.431x)

MITx Courses

### Trainer for Sport Rehabilitation

Academy of Sports

### Fitness & Health Trainer (B-license)

Academy of Sports

## PROJECTS

---

### MyPTschedule

Digital Product Management concept for a booking web application for personal trainers

### Personal Training Log

Django framework web application for PT's with Python, JavaScript, HTML, CSS

### Quizzical Web Application

JavaScript based quiz application utilizing React and Vite project bundling

🌐 matthiasgruber.eu/#projects

## EDUCATION

---

### Hospitality Management Diploma

College of Business Administration  
Biedermannsdorf, Austria

### A-levels

Academic Secondary School  
Schwechat, Austria

## LANGUAGES

---

German (Native), English (Full professional proficiency), Vietnamese (Intermediate), Danish (Basic), Italian (Basic), Japanese (Basic)