

Moritz Schaub
Program Manager

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Program Manager with over a decade in digital products at Deutsche Telekom, from consumer apps to B2B augmented reality. Today I steer the rollout of the central digital channels across 10 European markets and build the structures that let a ~800-person cross-functional organization deliver - close to the product, hands-on where needed, aligned at senior level.

Current Role

Today

Link

July 2022

Country Rollout & Program Manager: Digital Domain
PIX, Deutsche Telekom AG - Bonn

- Driving the rollout of DT's central digital channels: service app (OneApp/ MeinMagenta), web shop (OneShop), customer center (OneAppWeb) and agent backend (Magenta View), across 10 European Telekom markets (~120M mobile customers)
- Built the program management steering delivery, blocker resolution and quarterly planning across product, design, architecture and engineering, connecting the central products with local IT all the way to the customer
- Lead without formal authority as a subject-matter expert: gave a ~800-person cross-functional fully international organization clear roles and ownership, staying hands-on in the product while aligning at senior management level
- Led the end-to-end delivery of the One App redesign in all markets (core screens, accessibility, new "Magenta Moments" area), aligning product managers, weekly NatCo syncs and top-level stakeholders

Business Skills

Program & Delivery Management
Steering cross-functional delivery, dependencies and quarterly planning at scale, keeping product, design, architecture and engineering aligned

Product Strategy & Roadmapping
Turning strategy into prioritized roadmaps and clear focus for the teams, balancing central product goals with local market needs

Governance & Atlassian: Jira & Confluence
Aligning governance with key stakeholders and implementing it hands-on in Jira: structures, workflows and documentation the teams work with every day

Process Design & AI-enabled Automation
Designing lean processes and AI-supported automations for planning and reporting, reducing complexity and creating transparency

Agile Methods & Scrum in International Teams
Daily collaboration across Germany, Spain, Italy, India, Greece and Hungary, bridging time zones, cultures and working styles

Professional Career

June 2022 – December 2018

Product Manager: AR FieldAdvisor
ITS, Deutsche Telekom AG - Bonn

- In-house developed B2B product: Augmented Reality based communication tool to facilitate the exchange with remote experts via video calls with visual cues
- Working with external technology partners: Frozen Mountain for the underlying video technology, plus AR glasses showcases with Nreal (today XREAL)
- End-to-End product responsibility, from development to commercialization
- Drove the rollout within Telekom's technical field service, embedding AR-based support into day-to-day business processes
- Customer workshops benchmarking several support technologies, plus stakeholder management for the deployment of remote support across DT Group

November 2018 – November 2016

Commercial Manager: HotSpot
B2B Segment, Telekom Deutschland GmbH - Bonn

Link

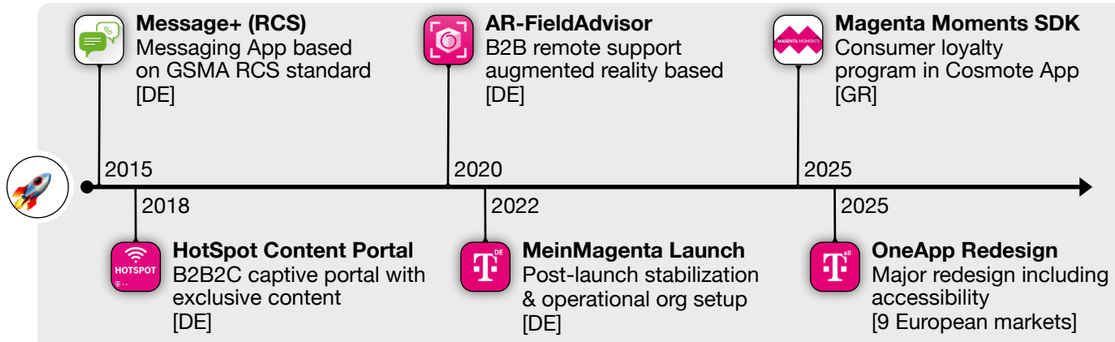
- B2B product for hotels, airports, savings banks and SMEs: Product management for the content management system individualizing the WIFI login within Telekom's public HotSpot network
- Market analysis and development of partner concepts to monetize the WIFI network, leading to the launch of a digital newspaper and magazine offering with selected partners
- Commercialization together with the sales organization: customer presentations, sales enablement and customer success management

October 2016 – October 2013

Junior Product Manager: Message+ App
Innovation+, Deutsche Telekom AG - Bonn (while studying)

- Messaging app based on the GSMA standardization known today as RCS
- Product management in an international Dev team, driving regular app launches
- Customer-centric requirements, derived from Design Thinking workshops with self-developed prototypes

Product Launches



Education & Research

July 2021

Link

The Potential of Augmented Reality for Remote Support
Peer-reviewed Publication - HCII 2021, Springer LNCS

- Publication based on my Master Thesis, lab experiment with 66 participants
- Key finding: AR-guided support outperformed video-only calls, but expert instruction and prior knowledge mattered more than the tool itself

August 2020 – February 2017

IT Management - Master of Science
Hochschule für Oekonomie und Management - Bonn

- Extra-occupational degree program: Final grade 1,8
- Master Thesis: Analyzing Augmented Reality support technology for the real life deployment (within DT field support team)

October 2016 – October 2013

Business IT (Wirtschaftsinformatik) - Bachelor of Science
Hochschule für Telekommunikation Leipzig - Leipzig & virtual

- On the job dual degree program: Final grade 2,2
- Bachelor Thesis: Customer Journey, based on modern tracking technology

Life Skills

Photography & Video-Production
Portrait-photography, drones, gimbal and video editing

Loading the office dishwasher
Soft skills are key for successful collaboration

Sport
Going for a run before work and kite surfing at the ocean

Google Maps
Creating a list with the best coffee places around the world

Languages

Native language
German

Near native
English

Good
French

Basic
Spanish

Updated on September 27th 2026