FREELANCE · AVAILABLE FROM 11/2026

Frank Maier



Enterprise & Solution Architect · Digital Commerce · Interim IT Leadership

SAP Commerce Cloud & S/4HANA · API and Partner Integration · PIM/MDM · SAFe 6.0 & Lean Portfolio · Dipl.-Ing. (FH) Computer Engineering

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21 years in enterprise IT | Global B2B industry | Remote & onsite, DACH/EU

> €1bn	40 %	56	46 / 5	€3m
Transaction volume on the commerce platform owned	Online share of the sales channel – up from 15 %	National subsidiaries in the global platform rollout	People led across five countries (DE, LT, ES, CN, US)	Annual development and operations budget

Profile

Architect and IT leader with 21 years of responsibility for business-critical digital commerce platforms in a global B2B industrial environment. The focus is the interplay between **architectural depth** (SAP Commerce Cloud, S/4HANA, PIM/MDM, API integration) and **delivery accountability** – from strategy and business case through system selection to 24/7 operations across three international competence centres. Entire delivery organisations were built along the way: 46 people in five countries, the complete insourcing of a platform previously run by an agency, and a SAFe transformation across ten product teams. Available for architecture, programme and interim management engagements in digital sales, ERP modernisation and partner integration.

Consulting focus · services offered as a freelancer

Enterprise & Solution Architecture

Target architectures and roadmaps for sales and commerce IT, make-or-buy and system selection decisions, and architecture documentation that holds up in review – ARC42, C4, UML and ArchiMate.

Digital Commerce & Customer Journey (B2B)

B2B storefront, CMS and content, product data, configurator and personalisation as one system – including international rollouts across national subsidiaries and measurable growth in online share.

SAP Ecosystem & Cloud Migration

S/4HANA transition, SAP Commerce Cloud (hybris), SD/MM, BTP and Integration Suite; migration from on-premise to public cloud (Azure) including the operating and cost model.

API, EDI & Partner Integration

API strategy and governance for commercial interfaces, onboarding of distributors, resellers and end customers via REST/OData, EDI and eProcurement, microservices and message queuing.

SAFe Scaling & Lean Portfolio

Setting up and steering Agile Release Trains, Lean Portfolio Management, raising DevOps maturity, and assessing and coaching product teams – as a certified Architect and Product Manager/Owner.

Interim IT Management & Team Build-Up

Taking on competence centre and product ownership on a temporary basis: building near-/offshore teams, insourcing external development, budget and vendor steering, 24/7 operations.

AI Adoption & Process Automation

Productivity gains in development teams with GitHub Copilot, workflow automation with n8n, and AI-supported intelligent document processing for sales and back-office processes.

Core competencies

ARCHITECTURE & INTEGRATION

- System architecture & specification
- Architecture documentation (UML, ARC42, C4)
- REST / OData API design
- Third-party & partner integration
- SOAP / ESB / message queuing (Kafka)
- Microservices architecture

SAP & ENTERPRISE PLATFORMS

- SAP Commerce Cloud (CX / hybris)
- SAP ABAP / BSP / NetWeaver
- SAP S/4HANA implementation
- SAP SD & Fiori/UI5
- PIM/MDM (informatica Product 360)
- SAP BTP / Integration Suite

LEADERSHIP, DELIVERY & METHOD

- Team leadership (international, distributed)
- Project & programme management
- SAFe 6.0 / Scrum / Lean Portfolio
- Problem solving & design thinking
- Business analysis & gap analysis
- Training & knowledge transfer

CLOUD, DATA & ENGINEERING

- Cloud architecture & design
- Docker / Kubernetes
- Java / J2EE
- Cloud migration & deployment (Azure, AWS)
- SQL / NoSQL & data integration
- Python / JavaScript / TypeScript

Scale: 5 = mastery (industry leader) · 4 = advanced (expert level, strategic depth) · 3 = proficient (strong hands-on experience, mentors others)

Technology stack

Commerce & Content	**SAP Commerce Cloud / hybris** · FirstSpirit CMS · **informatica PIM / Product 360** · encoway Configurator · Customer Data Platform · Recommendation Engine · RedDot CMS
SAP	**S/4HANA** · SAP R/3 · **ABAP** · BSP · SD · MM · PS · NetWeaver · Enterprise Portal · BTP · Integration Suite · Cloud4Customer · Ariba · Fiori / UI5 · OData · HANA DB
Integration & APIs	**REST / OData** · GraphQL · SOAP / web services · Enterprise Service Bus · IDoc · JCo / RFC · **EDI / eProcurement** · Kafka · RabbitMQ · API security & auth
Cloud & DevOps	**Microsoft Azure** · AWS · Docker · Kubernetes · Infrastructure as Code · GitLab CI / Jenkins · Git · Linux · VMware · Monitoring & logging
Development	**Java / J2EE / OSGi** · C# / .NET / ASP.NET MVC · JavaScript / TypeScript · Python · Xamarin · iOS / Objective-C · Flutter · HTML5 / CSS / responsive
Data	Oracle · MS SQL · PostgreSQL · MySQL / MariaDB · MongoDB · CouchDB · Redis · Neo4j · ETL (Talend) · Data warehousing
Method & AI	**SAFe 6.0** · Scrum · Lean Portfolio Management · DevOps · UML · ARC42 · C4 · ArchiMate · **GitHub Copilot** · **n8n** · Intelligent Document Processing

Selected projects · from 21 years in enterprise IT

Global FoX rollout – digital commerce platform for 56 national subsidiaries

2017 – 2022

Product Manager / IT Product Owner · Project Lead · industrial automation, global

Design and worldwide rollout of a new commerce and content platform („Festo Online eXperience"): MVP go-live in the USA in 2018, China in 2020, DACH in 2021, followed by standard rollout across 53 further national subsidiaries. Set up a 24/7 operating model across three regional competence centres (CN, LT, US) with around 30 developers across content, frontend and backend.

▸ **> 500,000 users · ~1m orders p.a. · > €1bn transaction volume · 99.99 % SLA availability at 75 TB transfer volume · online share raised from 15 % to 40 %**

TECH SAP Commerce Cloud (hybris) · FirstSpirit CMS · informatica PIM · encoway · Java · ESB · SAP R/3

Insourcing programme across Germany, Lithuania and Spain — 2018 – 2022

Project Lead / IT Product Owner · organisational build-up

Replaced platform development that was fully outsourced to an agency with in-house teams: business cases, location decisions, recruiting and build-up of agile Scrum teams in Germany (2018), Kaunas/Lithuania (2020) and Barcelona (2022), plus a globally distributed operating team.

▸ **Grew the organisation from zero to 46 people across five countries while cutting external agency spend substantially**

TECH Scrum · near-/offshore delivery · vendor management · business case modelling

SAFe transformation at enterprise level — 2022 – 2026

System Architect (SAFe ARCH) · Product Manager / Owner (SAFe PMPO)

Introduced the Scaled Agile Framework across sales IT: set up the Sales Agile Release Train, established Lean Portfolio Management, raised DevOps maturity, and ran the „Assessment & Grow" programme to develop ten product teams in a structured way.

▸ **Ten product teams enabled · end-to-end portfolio steering and deployment pipelines established**

TECH SAFe 6.0 · Lean Portfolio Management · CI/CD · team and architecture coaching

SAP S/4HANA migration „Next Gen. ERP" — 2023

Product Manager & IT Portfolio Owner

Modernisation of the company-wide ERP system and replacement of the legacy SAP R/3 architecture, tying the ERP transition together with upstream and downstream commerce, CRM and pricing processes.

TECH SAP S/4HANA · SAP HANA DB · SD/MM · ABAP · interface redesign

SAP Commerce Cloud v2 – migration to public cloud — 2021 – 2022

Project Lead

Migration of the commerce platform from SAP on-premise / private cloud to public cloud (Microsoft Azure) while the business-critical corporate sites stayed live, including changes to the operating, release and cost model.

TECH SAP Commerce Cloud v2 · Microsoft Azure · containers · CI/CD · 24/7 operations

Partner integration & commercial APIs (API4BIZ) — 2025 – 2026

Enterprise / System Architect

Strategy and delivery of commercial APIs to integrate distributors, resellers and end customers; expansion of the partner ecosystem, complemented by n8n automation and AI-supported document processing.

TECH REST/OData APIs · API governance · n8n · intelligent document processing · EDI

Sales Architecture Strategy 2030 — 2024 – 2025

System Architect · strategy & roadmap

Developed the target architecture for the entire sales IT landscape with roadmap and implementation plan – from current-state assessment through target picture and gap analysis to the decision paper for top management.

TECH ARC42 · C4 · ArchiMate · capability mapping · portfolio roadmapping

Customer Data Platform & AI recommendation engine — 2022 – 2023

Solution Architect

Built a Customer Data Platform for a unified customer view across commerce, CRM and ERP data, and developed an AI-driven recommendation engine for personalisation in the B2B storefront.

TECH CDP · data integration / ETL · machine-learning recommendations · SAP Commerce

informatica PIM implementation (today „Product 360") — 2015

Solution Architect

Established product information management as the central data foundation for online shop, catalogue and print – including data-driven print production and automation. Still the backbone of the eBusiness platform today.

TECH informatica PIM/MDM · Java · OSGi · ESB · Adobe InDesign · WerkII Comet · SAP

Future CRM environment – system selection and transition — 2013 – 2014

Product Manager · evaluation & PoC

Evaluated the future CRM platform (SAP, Salesforce, Microsoft) with a proof of concept on SAP Cloud4Customer and designed the replacement of the in-house legacy system „Sales Force Assistant", used by ~5,000 people in 50 subsidiaries.

TECH SAP Cloud4Customer · SAP HANA Cloud Integration/Platform · ESB · opportunity & lead management

IT Cost Challenge – winner of the group-wide ideas competition — 2024

Analysis & implementation of infrastructure optimisation

Systematic analysis of infrastructure and operating costs across the commerce landscape, followed by implementation of the optimisations identified.

▸ **€176,000 in sustained annual savings – awarded winner of the group-wide competition**

Further projects, a selection 2005 – 2016

Project Lead · Product Manager · Head of Development

Mobility programme (2011–2014, overall project lead): cross-divisional app landscape for field sales, inside sales and customers – iOS/Objective-C. · **Customer-facing app „Festo FAST"** (2015, head of development): cross-platform app for the US market – C#/Xamarin, Couchbase, Talend. · **xTimeR** (2015, project lead): service-oriented effort tracking – C#/ASP.NET MVC, SAP PS, CCPM. · **Customer condition simulation** (2014, project lead): condition simulation for price negotiations, delivered agile with a nearshore team. · **Global net price strategy** (2008/2011/2013, project lead): pricing tools, self-service net price lists, discount approval workflows. · **Sales Force Assistant / Festo CRM** (2010–2016, Product Manager & tech lead): ~5,000 users in 50 subsidiaries. · **Internet relaunch of festo.com** (2007, channel manager) and **Logistics Cockpit** (2005–2011): B2B order fulfilment and replenishment for resellers without their own SAP implementation.

Career history

since 11/2024 — **Owner – M4IER Consulting, Köngen**
IT and transformation consulting, software development, systems integration, process automation and AI applications for mid-sized companies. A deliberately small client base with a focus on innovative work – including a website relaunch, CRM build-up and lead generation (geospatial mapping, route planning) for a trading company.

01/2017 – 10/2026 — **Head of Competence Center eBusiness (F1) – Festo SE & Co. KG, Esslingen, Germany**
Head of Information Management „Festo Online eXperience" / Digital Customer Journey · Head of Solution Center Commerce and Content. Roles held: line manager, IT Product Owner, SAFe Agile Release Train Architect Sales. Led 46 people across DE, LT, ES, CN and US; budget responsibility of €3m p.a.; reporting line via business centre management and the CIO to the executive board.

01/2013 – 12/2016 — **Head of Information Management Sales – eBusiness & Mobility, Festo SE & Co. KG**
Competence centre lead with lifecycle responsibility for the IT product portfolio covering eBusiness/online sales, festo.com, eProcurement/EDI, mobility/apps and PIM. Around 40 % of total group revenue is processed through the solutions owned. Process owner for IT product management (demand and lifecycle management).

02/2010 – 12/2012 — **Team Lead Information Management – Sales Relation Management, Festo SE & Co. KG**
Responsible for the CRM system „Festo CRM" (Sales Force Assistant) with ~5,000 users in 50 subsidiaries, plus application platforms, software solutions and support.

06/2005 – 01/2010 — **Project Manager / Application & Channel Manager, Festo SE & Co. KG**
Channel management for sales platforms, customer and reseller portals; development and ERP integration (SAP R/3) of company-wide sales solutions.

since 2000 — **Partner – Ingenieurbüro FMVE, Esslingen, Germany**
Today a silent partner. Full-time until 2005: freelance projects for Hirschmann Electronics (RF development, DVB-S), itcompact (IT infrastructure) and SINCON Solutions (Java enterprise applications), plus IT support for around 50 mid-sized companies.

Qualifications

CERTIFICATIONS

- **SAFe 6.0 ARCH** – Architect Certification, Scaled Agile (since 2023)
- **SAFe 6.0 PMPO** – Product Manager / Product Owner, Scaled Agile (since 2023)
- SAFe 5.x Architect (ARCH) and Product Owner (POPM) – FlowSphere (2022)
- **Professional Scrum Master I (PSM I)** – scrum.org (2021)
- **SAP Commerce Cloud (hybris) Development 1 & 2** – SAP AG (2016)
- FirstSpirit WEM Architecture Training – e-Spirit (2016)
- informatica PIM/MDM 360 SDK Deep Dive – Informatica (2015)
- Object-oriented analysis with UML – Integrata (2014)
- SAP BC400 ABAP Workbench & NET200 BSP Development – SAP AG (2006)

EDUCATION & LEADERSHIP

- **Dipl.-Ing. (FH) Computer Engineering** – Esslingen University of Applied Sciences, information technology, final grade 1.6 (2001) – German five-year engineering degree, comparable to an MSc
- Thesis „Database-driven information system for virtual parts catalogues with web integration" – awarded the **City of Esslingen Prize** (2001)
- Industrial placement at Robert Bosch GmbH, diesel injection technology / software quality assurance
- State-certified electrical engineering assistant with university entrance qualification – Werner-Siemens-Schule Stuttgart (1996)
- **Advanced Leadership Program** „Perform Globally" (2025) – two-year top management development programme
- **Business Economics Program** – Horváth (2024)
- Business engineering: process management and modelling – Integrata (2010)

Typical engagements · what clients bring me in for

International commerce rollout

A B2B platform needs to go live in further markets. What comes with it is rollout experience across 56 national subsidiaries: rollout factory, handling local requirements against the standard, operating model.

Target architecture and roadmap

A sales or commerce IT landscape that grew organically needs a target picture that holds. Deliverables: documented target architecture (ARC42/C4), gap analysis, prioritised roadmap and a decision paper for management.

SAP modernisation with sales impact

S/4HANA transition or commerce cloud migration affecting quotation, pricing and order capture: interface redesign, operating and cost model, cutover planning.

Partner and API ecosystem

Distributors, resellers and end customers need to be integrated system to system – from API and EDI strategy through governance to the first integration running in production.

Agile scaling that sticks

Setting up an Agile Release Train, Lean Portfolio Management and coaching product teams, with the focus on measurable delivery improvement and rising DevOps maturity.

Interim leadership and handover

Bridging a vacancy in IT or product ownership, building or insourcing a development team, and a structured handover to the permanent successor.

How I work

- **Defined deliverables.** Every engagement is described through concrete outputs – architecture document, roadmap, business case, working integration – rather than through time on site.
- **Architecture others can build on.** Documentation in ARC42, C4 and ArchiMate so internal teams can carry the work forward on their own.
- **Business case included.** Recommendations come with cost, benefit and risk – the basis for €176,000 in demonstrated annual savings.
- **Clearly scoped work packages.** Independent delivery, transparent effort reporting, and a clean contractual separation between services and deliverables.

Terms of engagement

AVAILABILITY
from 11/2026, up to 5 days per week
engagements from 3 months

WORKING MODEL
Remote (DE/EU) and hybrid
on site in the Stuttgart area at any time

TRAVEL
DACH and international
long-standing experience in global rollouts

LANGUAGES
German native · **English** full professional proficiency · **Spanish** basic

CONTRACT
Freelance through **M4IER Consulting**
Ringstr. 101, 73257 Köngen, Germany

RATE
Day rate on request – depending on role, duration and location

CONTACT FOR PROJECT ENQUIRIES

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Profile as of September 2026 · references and work samples on request