

Lars Hoffmann

Digitalization Project Manager



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*"Stay hungry. Stay foolish, –
Stay curious and have the
courage to step outside
conventional paths."*

Steve Jobs



APPLICATION

SHORT PROFILE

- Management of teams of up to 25 employees, recruiting, and employee development
- End-to-end management of digitalization and IT projects from conception to successful implementation, with responsibility for resources, budget, and deadlines
- In-depth expertise in IT system landscapes, process digitization, and the integration of e-commerce solutions
- Strong ability to coordinate between IT, business units, and external service providers

PERSONAL DETAILS

Lars Hoffmann
Date of Birth: June 15, 1985
Nationality: German
Marital status: Single

CORE COMPETENCIES

Team Leadership	Strategic Planning	Project Management
Digitalization & IT	Stakeholder Communication	Process optimization
Employee Development	Resource, Cost & Risk Management	E-commerce
		Jira, Confluence, SAP

PROFESSIONAL EXPERIENCE

02/2026 – present

Currently available as **Project Manager – available immediately**

05/2021 – 01/2026

Digitalization Project Manager

AMARI Metall Deutschland GmbH & Co. KG, Hamburg
Corporate Staff, reporting directly to the Managing Director

- Project planning from kick-off to commissioning and acceptance
- Management, coordination, and monitoring of all project activities
- Responsibility for resources, personnel, costs, and deadlines
- Early identification and management of project risks
- Preparation of proposals for change orders/extensions, claim management
- Responsibility for project-related communication with stakeholders
- Implementation of regular reporting (internal/external)
- Facilitation of decision-making processes within the project team

03/2021 – 04/2021

Team Leader of the Mobile Vaccination Team

Free and Hanseatic City of Hamburg

- Management of a mobile vaccination team (up to 25 employees)
- Implementation of official guidelines and decisions
- Verification of vaccination eligibility in accordance with Hamburg's vaccination ordinance

02/2021 – 03/2021

Employee at the Social Services Department Vaccination Team Hamburg

Free and Hanseatic City of Hamburg

01/2021 – 02/2021

Member of the COVID-19 Task Force

Free and Hanseatic City of Hamburg

07/2016 – 02/2019

Head of E-Commerce / Internet

tejo Möbel Management Holding GmbH & Co. KG, Goslar
Technical and disciplinary management of 5 employees, reporting directly to the Managing Director

- Employee management, recruiting, and job interviews
- Strategic 3–5-year planning and selection of the system landscape
- Selection of the payment mix and negotiation of terms with providers
- Negotiations with business partners/service providers and legal safeguards
- Budget responsibility

PROFESSIONAL EXPERIENCE (CONTINUED)

10/2011 – 06/2016	Möbel Inhofer GmbH & Co. KG, Senden
05/2013 – 06/2016	Project Manager and Technical Lead, E-Commerce Division, with support duties for IT management - Project management for PIM system implementation and cross-departmental projects - Technical responsibility for the online store (€3.5 million annual revenue) - Negotiations with business partners and preparation of decision-making documentation
10/2011 – 04/2013	Online Marketing and Sales Associate with departmental responsibility Technical responsibility and creative involvement in online marketing/e-commerce

EDUCATION & MILITARY SERVICE

2008 – 2011	Bachelor's degree in Business Administration, majoring in Retail Baden-Württemberg State University, Heidenheim Focus: Business Administration, Retail, Law, and Marketing Degree: Bachelor of Arts Thesis: "Implementation of an EDI Solution to Optimize Procurement—Using Kitchen Purchasing as an Example" - Grade: 1.9
2007 – 2008	Studied Business Informatics at Stuttgart Media University Major: Business Administration and IT
2006 – 2007	Military Service Basic training and military service, Air Force, Landsberg am Lech
2003 – 2006	High school education, Wirtschaftsgymnasium West (high school), Stuttgart Degree: General University Entrance Qualification

FURTHER EDUCATION

09/2024 – 03/2025	Certified Jira Cloud Administrator, Certified Confluence Cloud Power User & Certified Jira Cloud Service Management Administrator, Seibert Solutions GmbH
12/2011 – 12/2011	Adobe InDesign Training, Advanced Seminar
09/2009	AdA Training Certificate, Vocational and Work Education Qualification pursuant to § 2 of the Training Qualification Ordinance

LANGUAGES, COMPUTER SKILLS & SOFT SKILLS

Language skills:	German English French Spanish	Native language Business fluent Basic knowledge Basic knowledge
Computer skills:	MS Office, Shopware, Typo 3, Adobe, Google Analytics, Sistrix, Jira & Confluence, Moeve, XcalibuR, SAP hybris, Lotus Notes 8.5 / 9, HTML, Adobe Experience Manager, Click-Up, Lucidchart, Miro	
Soft skills:	Leadership skills, goal-oriented, assertive, entrepreneurial and responsible thinking and action, analytical and able to handle conflict, negotiation skills	



Fürth, April 22, 2026