Reinhard Buchinger

Digital Product Leader · Mobile & Web Platforms, MarTech, CRM & Analytics

Product leader with 13+ years in mobile and web products, most of that time at Runtastic and adidas, from product manager to Director of Product. Built platforms that serve tens of millions of users, with deep expertise in MarTech, CRM, and analytics. Most interested in the consumer journey, from onboarding to the habits that keep people coming back, and in the platforms underneath that make it work. Strong technical background, and ships with AI as part of daily product work. Open to part-time product roles (20–30h per week).

LOCATION
Linz, Austria

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LINKEDIN
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EXPERIENCE

Interim Head of Product

Apr 2026 – Aug 2026 | Movesmethod (Bondi Moves Pty Ltd), remote, part-time

Mobility & injury-prevention coaching business with 107,000+ customers in 50+ countries; the app brings its coaching method to mobile. 6-person app product & engineering team in a ~250-person organization.

- Owned the new mobile app end to end, taking it from closed beta to App Store submission readiness (compliance, monetization, analytics) on schedule
- Ran a two-cohort beta with ~390 testers as the launch's decision engine, using AI-built research surveys to surface what users needed and reshaping content strategy and launch scope on the evidence
- Set up the monetization and measurement foundation: RevenueCat alongside Superwall for subscriptions, Sentry for stability, and end-to-end funnel instrumentation in Mixpanel to ground post-launch decisions in real numbers
- Built an agentic pipeline for the exercise catalog: transcribed exercise videos, derived metadata, and checked them against video frames, with final coach sign-off in an AI-built review app and a plain-language style guide; days of manual work cut to a few hours for 100+ exercises
- Introduced the team's product operating model: weekly cycles, stand-ups, and Linear as the single source of truth for planning and delivery

Parental leave

Oct 2025 – Mar 2026

Director of Product

May 2021 – Sep 2025 | adidas (Runtastic), Linz, Austria, mostly remote

Scope grew from the Digital Sports product capabilities team to App Foundations for adidas' apps and web; the final year focused on handing over the portfolio after the Linz office closure was announced.

- Owned adidas' in-house server-driven experience platform and its client-side SDKs, delivering dynamic content and experiences to the adidas app, adidas' flagship commerce app, plus the adidas Running and adidas CONFIRMED apps and adidas.com, serving tens of millions of users and cutting release time for rich in-app experiences from a quarter to days
- Scaled the company-wide admin platform to 20+ micro-frontends contributed by product and engineering teams, making it the standard surface for managing systems across adidas Digital
- Led three product managers and steered distributed engineering across agency and internal teams
- Aligned ownership models, governance, and roadmaps with product, marketing, and engineering stakeholders across Herzogenaurach, Amsterdam, and Zaragoza
- Drove the Next.js replatforming to raise developer productivity and fully decommission the legacy Runtastic.com web platform
- Led the structured handover of the product capabilities portfolio to receiving teams as the last remaining knowledge holder, including systems accumulated over the years such as Contentful, Adjust, and backend services

EXPERIENCE

Head of CRM Technology & Web

Jan 2018 – Apr 2021 | adidas (Runtastic), Pasching, Austria

- Owned product and technical direction for the CRM platform, building and leading a diverse team of three product managers and eight engineers across mobile, web, and backend in two locations
- Consolidated a fragmented messaging stack with separate email and device databases into a single Emarsys-based CRM platform delivering 1B+ push notifications annually, shaping its architecture with engineering: in-house CRM SDKs wrapping the vendor SDKs and backend services connecting internal infrastructure to Emarsys
- Steered Emarsys' mobile product roadmap through a strategic client partnership, replacing the Pushwoosh integration with in-house push, inline in-app messaging, and a notification inbox
- Introduced Contentful as headless CMS, cutting content update lead time from the 4 to 6 week app-release cycle to on-demand publishing with structured content
- Delivered GDPR compliance across a portfolio of 10+ apps, alongside SSO rollout and the adidas rebrand
- Drove the adoption of the MarTech stack (Emarsys, Adjust), leading regular evaluations against Braze, SFMC, and Leanplum, and negotiating annual SOWs with key vendors

Growth Project Manager

Jul 2014 – Dec 2017 | Runtastic, Pasching, Austria

- Directed mobile CRM channels, scaling push notification volume to 400M+ annually
- Architected the messaging journey framework for the Runtastic Results app, improving user experience and retention
- Led deep linking across all Runtastic apps and partnered with Facebook's Platform team to improve their SDKs for fitness use cases
- Recruited and mentored five interns, two of whom were hired into full-time positions

Product Manager Web

Oct 2012 – Jun 2014 | Runtastic, Pasching, Austria

- Owned Runtastic.com web product initiatives at 1.5M+ MAU peak as a core member of the cross-functional web team
- Drove membership subscription growth through paywall and promotional banner experiments, refining conversion strategies and in-product messaging

Earlier

Master thesis at Runtastic (2011–2012): Ruby gamification service powering badges and records across Runtastic apps. Four Red Bull internships (2008–2011) in Global Marketing & Sales Apps and Web Services, incl. US assignments in Santa Monica, CA.

EDUCATION

MSc, Interactive Media	FH Upper Austria, Hagenberg	2010 – 2012
BSc, Media Technology & Design	FH Upper Austria, Hagenberg	2007 – 2010
Matura, IT & Business	HTBLA Leonding	2001 – 2006

LANGUAGES

German (native) · English (full professional, working language for 13+ years)

SKILLS

Content, MarTech & CRM	Emarsys, RevenueCat, Superwall, Contentful, Adjust, AppsFlyer
Analytics & Data	Mixpanel, BigQuery, Databricks, Google Analytics, Firebase, SQL
Product & Delivery	Linear, Jira, Confluence, Notion, Miro, GitHub, Figma
Engineering	TypeScript, Supabase, Ruby, server-driven UI, Sentry, New Relic
AI & agentic tooling	Claude suite (Code, Design, Cowork), agentic workflows, local models (Whisper)