

Jürgen Bonne

I embed with clients, decide what to build, make the product and technical calls, and stay until it works in production. With twenty years as a technical product and delivery lead, I now use AI to build much more of it myself.

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For most of my career, through my own companies, I have worked directly for clients, with selected development and design teams, and embedded in digital agencies. Across them, I did the same job: make the problem clear, surface technical consequences early, turn it into buildable requirements, and take it all the way to production. Earlier in 2026 I took end-to-end ownership of two AI products.

Selected work

2026

Zirkel AI (Agent Systems) – *Co-founder & Technical Lead*

As the founding team's sole engineer, I took two product lines to real-world use on one shared platform: the core agent system, learning and memory, in-house retrieval, multi-tenant isolation, frontends, integrations and the full infrastructure. If something shipped or broke on the technical side, it was mine.

CORE AGENT SYSTEM • 17 TOOLS • 2,100+ TESTS • HETZNER EU – ENGAGEMENT: CO-FOUNDER

2022 – PRESENT

mobil.live (KielRegion) – *Technical Product Manager & Product Concept Lead*

I shaped the overall concept, information architecture and UX approach of KielRegion's public mobility service, live since 2022, led the design work, brought hanseatics on board for the development, and run the backlog, acceptance criteria, testing and releases through go-live.

PUBLIC MOBILITY • NGSI-LD • GTFS • OPENCODE / EUPL – AGENCY: HANSEATICS RICH MEDIA

2022 – 2026

DeutschlandCard (Bertelsmann) – *Technical Product Manager & Delivery Lead*

For four years I led delivery within deepblue's team: requirements, sprints and releases through go/no-go and rollback. I configured, maintained and documented the tagging, tracking and consent flows, mapped the systems architecture with the development team, and aligned backend data models with the UX for a price comparison of around 28 million products.

LOYALTY PROGRAM • NUXT • MAGNOLIA • AI CAPTION WORKFLOW – AGENCY: DEEPBLUE NETWORKS

2024

UNGER.DE (B2C Retail) – *Technical Product Manager & Requirements Engineer*

MUTABOR brought me in as the single point of contact between the client's executive team, the UX designers and the Shopware development studio. I owned the iterative requirements, design alignment and specification process through QA and go-live preparation, including hypercare planning.

LUXURY FASHION RELAUNCH • SHOPWARE • FIGMA • CONFLUENCE – AGENCY: MUTABOR

2022 – 2023

KNF (B2B Ecommerce) – *Technical Product Manager & Integration Lead*

A B2B commerce pilot in one of KNF's markets for ordering sample pumps online. Across four organizations, I owned the purchase journey from technical concept and requirements through end-to-end testing and joint acceptance, with custom modules and flows on both sides.

B2B COMMERCE MVP • TYPO3 • SALESFORCE – AGENCY: MUTABOR

2016 – 2021

otelo (Vodafone) – *Technical Project Manager & Co-Product Owner*

Over roughly five years of repeat engagements across otelo's B2C portfolio, I led the headless-CMS concept serving web and native apps from one content system, held production rights in the CMS, joined the on-call rota, and specified, aligned and tested consent, KYC and PSD2 flows with external providers.

TELECOMMUNICATIONS • HEADLESS DRUPAL • WEBID KYC • PSD2 – AGENCY: DEEPBLUE NETWORKS

2012 – 2014

AND 2019

Red Bull Storm Chase (Global Event) – *Digital Lead & Platform Delivery*

Red Bull Media House commissioned the first Storm Chase platform directly from me and my team. With almost no audience on site, the platform had to act as the venue: registration, spot nomination, voting, mapping and live coverage. During missions I was the digital lead for live reporting and community management. I returned via Big Sexy Pictures, in 2019 as Helicopter Producer.

DRUPAL EVENT PLATFORM – DIRECT: RED BULL MEDIA HOUSE • 2019 VIA BIG SEXY PICTURES

Career

- JAN 2026 – PRESENT** **Forward-Deployed Product Engineer**, *Remote worldwide*
I continue the client work of my niulabs years under my own name: product decisions, buildable requirements, delivery responsibility. Zirkel AI added hands-on AI systems work, from agent architecture to operations.
- JAN 2011 – DEC 2025** **Founder & Managing Partner**, *niulabs GmbH, Hamburg*
Fifteen years of technical product, concept and delivery work across B2B and B2C digital services and ecommerce platforms, largely through repeat business.
BRANDS: VODAFONE · RED BULL MEDIA HOUSE · DEUTSCHLANDCARD · KIELREGION · BEIERSDORF
AGENCIES: DEEPBLUE NETWORKS · MUTABOR · HANSEATICS RICH MEDIA · BIG SEXY PICTURES
- AUG – SEP 2021** **Head of Experience Strategy**, *LionGate AG, München*
A short senior role at this established IT partner for digital transformation. It confirmed that my heart beats for hands-on product and delivery.
- APR 2013 – SEP 2014** **Lecturer, Digital Branding**, *Brand Academy, Hamburg*
Taught and examined brand management in digital transformation.
- MAR 2009 – DEC 2010** **Co-founder & Managing Partner**, *plusminus7 GmbH, Berlin*
Built an agency combining digital marketing with business-process work.
BRANDS: DANONE · CLARINS · DIAGEO · UNIVERSAL MUSIC GROUP · MTV · SWATCH · COLGATE
- JUL 2008 – FEB 2009** **Account Manager**, *Heye & Partner GmbH (DDB / Omnicom), Hamburg*
Web marketing and campaign platforms in Heye Digital Lab, where I helped build the new team.
BRANDS: JOHNSON & JOHNSON · ECKES-GRANINI · BAHLEN · WERNESGRÜNER · VOLKSBANK
- AUG 2006 – JUN 2008** **Project Manager**, *Act Agency GmbH, Hamburg*
Concept, budgeting, and delivery for cross-media campaigns.
BRANDS: PROSIEBENSAT.1 · WARSTEINER · BEIERSDORF · UNILEVER · LAND ROVER · SAMSUNG
- 2004 + 2005** **Internships**, *Bauer Media Group, Hamburg and Sony BMG Music Entertainment, New York*
Digital media concepts at the publisher, strategic sourcing at the music company.

Education

- 2002 – 2006** **Diplom-Medienökonom (FH), Media Management – BiTS, Iserlohn**. Final grade 1.4. Semester abroad at UNSW Sydney. High school terms in Hawaii, completed with a US high school diploma, and in Barbados. Native German, fluent English, basic Spanish.

Systems & technologies

- BUILT & OPERATED DIRECTLY** Python, FastAPI and SQLAlchemy · React and TypeScript · Postgres, pgvector and BigQuery · LLM pipelines · in-house retrieval · conversational commerce · OAuth, multi-tenancy and server-enforced isolation · Hetzner, observability
- CONTENT & COMMERCE** Nuxt · Magnolia · Drupal · Shopware · WordPress · TYPO3 · Elasticsearch · content models and editorial workflows · Salesforce commerce interfaces
- DATA & INTERFACES** REST and GraphQL · backend-for-frontend layers · versioned API contracts · Redis · GTFS and NGSI-LD mobility feeds · external identity, payment, mapping and media integrations
- DELIVERY, COMPLIANCE & PRIVACY** AWS, Kubernetes · Docker · CI/CD and environment promotion · Cloudflare, WAFs, CDNs and caching · release and rollback planning · GDPR consent and data-flow specifications · Sourcepoint and GTM · penetration-test remediation · accessibility · analytics, A/B testing and Core Web Vitals

Get in touch

I am available. I am not scalable. I can talk to you.
...to your developers. ...to your designers. ...to your clients. ...to your auditors.

SOLVE ONE PROBLEM

Usually one to six weeks: untangle requirements, de-risk a release, diagnose stuck delivery, specify an integration, or prototype an AI workflow.

EMBEDDED IN THE TEAM

Part-time or interim inside your team, usually remote from CET and on site when useful. Several months or longer.