

From CERN to Blue Yonder

A journey from particle physics to supply chain automation

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Any views or opinions are not intended to malign any religion, ethnic group, organization, company, other institution, or individual.



Johanna Fleckner-Barber

PhD in High-Energy Particle Physics

Academic Career

- **2002-2007: studied physics at University of Mainz (Germany), Diploma**
- **2008-2011: Wolfgang-Gentner-Programme at CERN**
- **2008-2011: PhD Thesis (CERN/Uni Mainz)**
Tracking, b-Tagging and Measurement of the b-jet Production Cross Section with the ATLAS Detector

Business Career

- **2011: started at Blue Yonder as Data Scientist**
- **2012: Project Manager & Data Scientist**
- **Since 2016: Product Manager**
 - Product Owner for development team (2016/17)
 - (Senior) Product Manager UI/UX (since 2017)
- **Parental Leave (2015 & 2018)**



Some reasons for leaving Academia...

I believe that working outside of academia can have advantages ...

- **Most positions are permanent**
- **Higher number of potential companies within a certain city/area**
 - I can cycle to work (unless there's a global pandemic)
- **Better ability to combine career and family**
 - My experience: Parental leave / working part-time is highly accepted
- **Many different career paths available for personal development and growth**



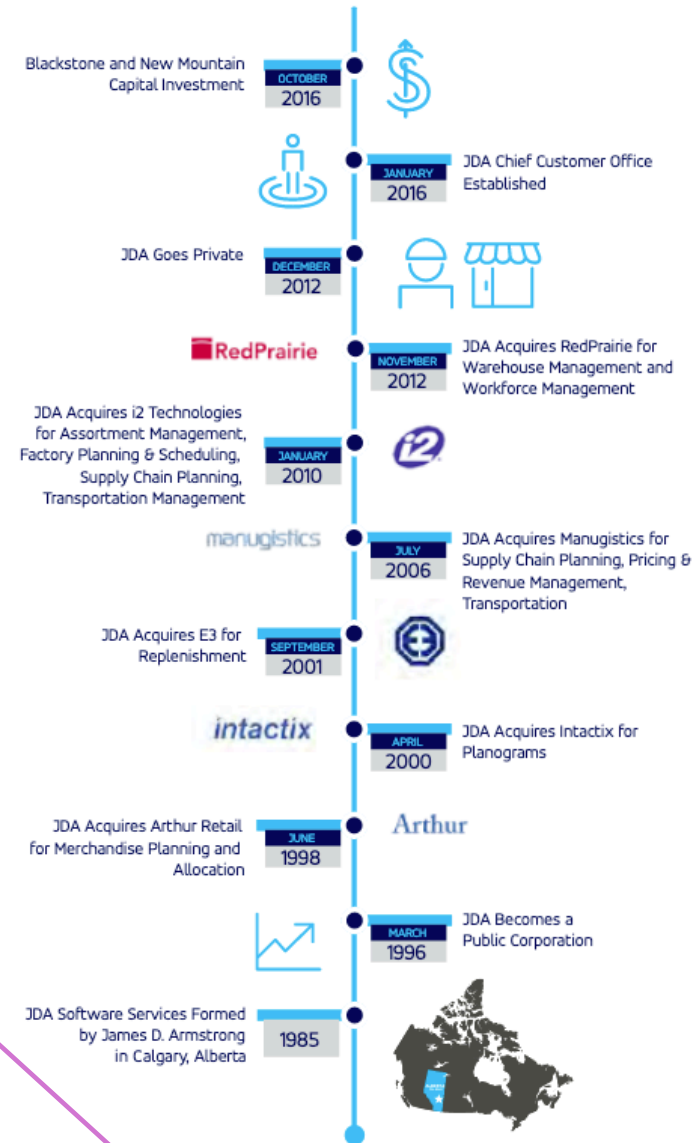
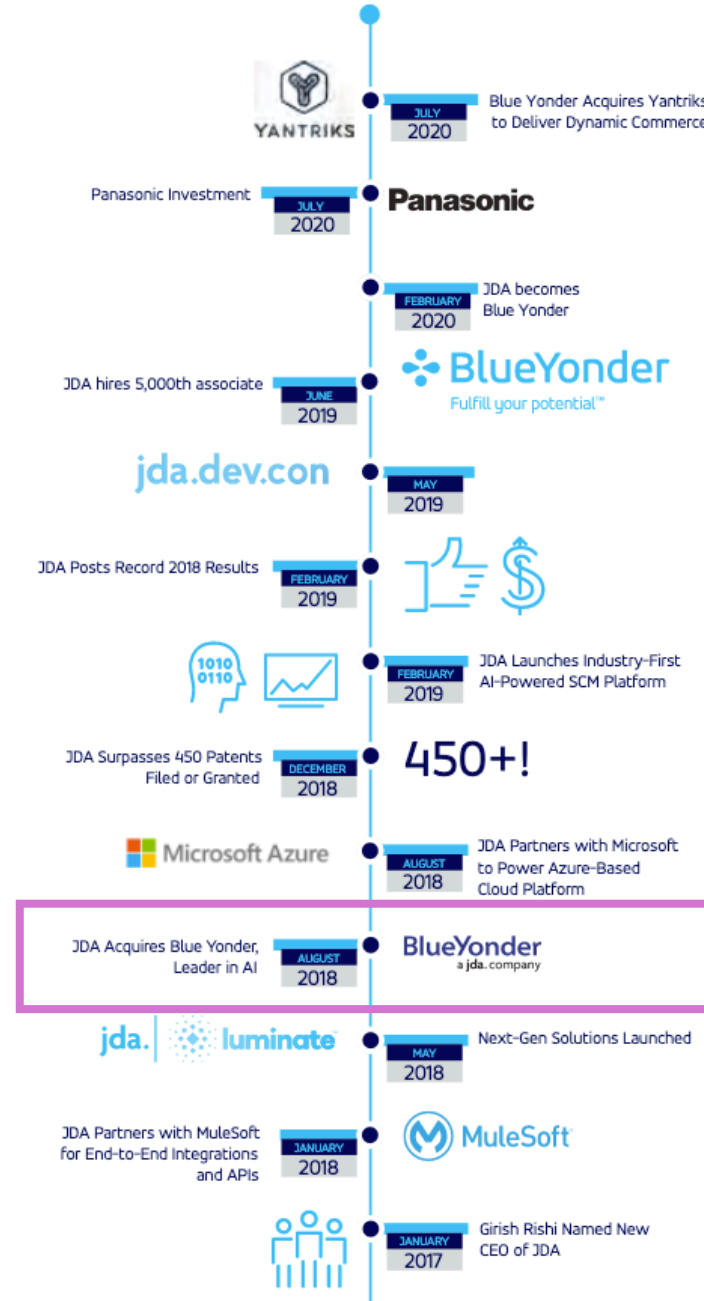
An aerial night view of a city skyline, featuring prominent skyscrapers like the Petronas Towers. Overlaid on the city are several glowing green lines that arc across the sky, connecting various points, symbolizing a global digital network or data flow.

Blue Yonder - The Digital Fulfillment Company

Fulfilling customer demand
when, how and where they want it.

 **BlueYonder**
Fulfill your potential™

The Journey



*Founded by Prof. Michael Feindt
(particle physicist)*



Blue Yonder's Mission

Empower every person and organization on the planet to fulfill their potential.





My career at Blue Yonder

Data Scientist (2011-2012)

What I did

- **Forecasting Proof-of-Concept for Portuguese supermarket chain**
 - Adaption of existing machine learning software to new customer / Model improvements
 - ML model for fresh meat also worked for fresh fish!
 - Validation and Analysis of results
 - Customer presentation

Important Skills

- **C++/Python**
- **Understanding of distributed analyses**
- **Statistical analysis and presentation**
- **Analytical understanding**
- **Result presentation**



Project Manager (2012-2015)

What I did

- Development of custom demand prediction solution (customer demand / demand at distribution center level) for two German retailers
- Introduction of replenishment solution at German retailer (first Pilot, then rollout)

Important Skills

- Understanding of business problem
- Understanding of technical solution / estimation of implementation effort
- Identification of risks & critical path
→ keep the overview!
- Communication of timelines, progress, delays, implementation scope with customer



Product Manager UI (2017-today)

What I do

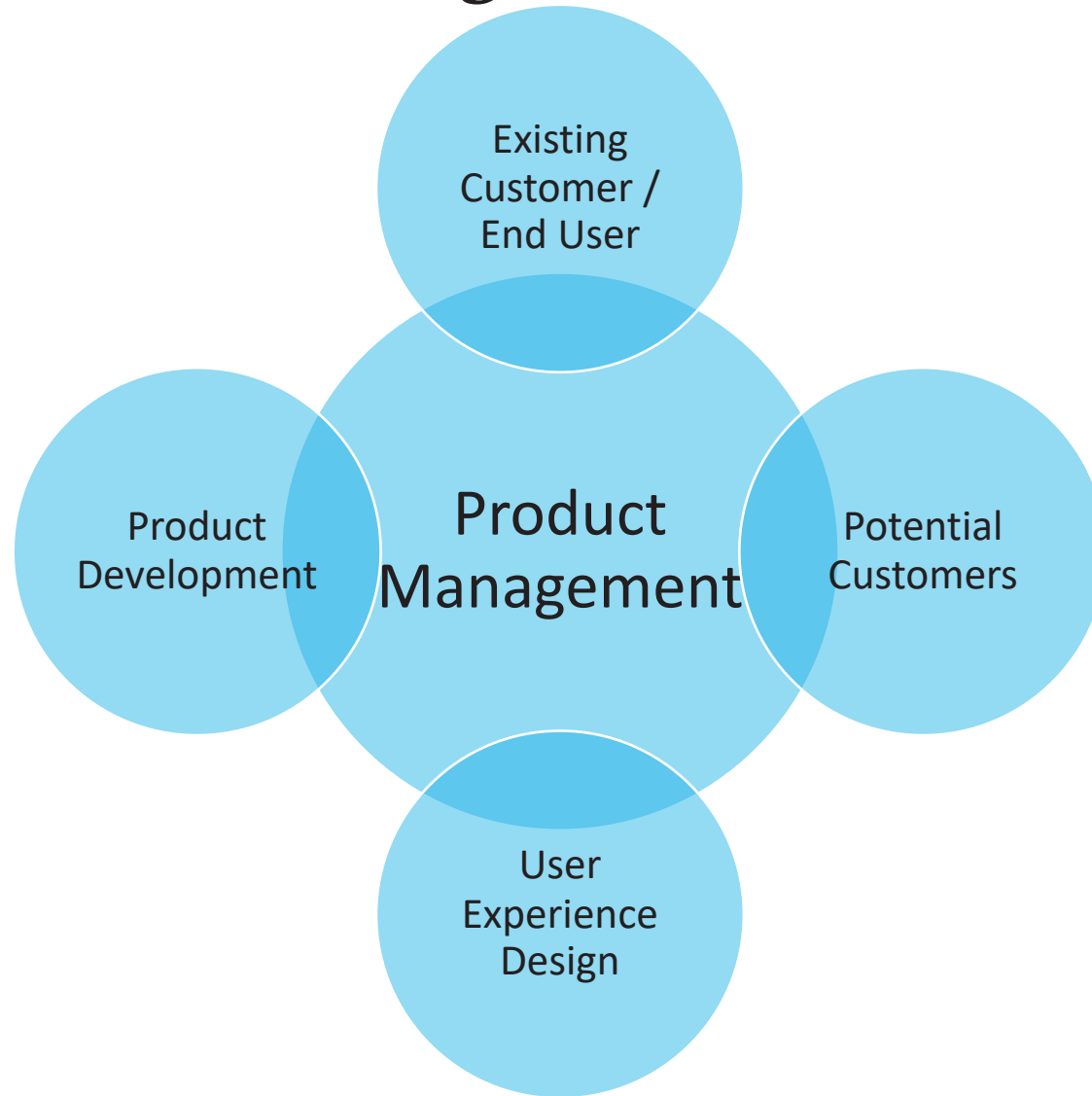
- **Gather requirements for user experience from prospects, customers, end users & internal colleagues**
- Identify new functionalities / problems worth solving
- Prioritize
- → **PRODUCT ROADMAP**
- **Design user interaction together with UX designers**
- **Design& Implementation together with Product Development Team**

Important Skills

- **Understanding of business problem**
- **Understanding of technical solution**
- **Planning/Organisational Skills**
- **Communication with stakeholders (scope / timeline / delays of functionality)**
- **Talking both business as well as tech**
→ you are the glue/translator between the business world and engineering



Product Management in a nutshell



- Product Managers are the “glue” between existing/potential customers, the desired user experience/functionality and what’s actually possible
- Challenges:
 - Resource Constraints
 - Feasibility of Designs
 - Concurring/Changing Priorities



YOU have a lot of skills!

You might just not realize it...

- Teamwork / communication skills
- Analytical skills
- Experience in large-scale software development systems
- Experience in large-scale data analysis systems
- Ability to work independently
- Self-motivation
- Stress-resistant



<https://blueyonder.com/careers>



Tipps for your application

- **Be open and interested**
 - There are many challenging problems to solve out there!
- **Show your willingness to learn something new**
- **Be open on where you have gaps**
 - But don't underestimate the skills you already have!
- **You might be surprised in how many different areas your skills are useful!**

