

András Koloszar

Product & digital transformation leader

Budapest, Hungary · +36 30 777 2807

koloszar.andras@gmail.com

[LinkedIn ↗](#) / [Proof of work · andras.digital ↗](#)

I build things that work.

Product and digital transformation leader with 12 years across Deutsche Telekom Group. I work on complex business problems where the right solution is not obvious: reframing the problem, building evidence quickly, and turning what works into products, operating models and organisational capabilities that can scale.

My experience combines hands-on discovery and prototyping with product leadership, organisation building and senior stakeholder alignment — from early proof to Group-wide adoption.

Selected proof of work

01 Made digital work simpler across Magyar Telekom

Helped turn fragmented tools and underused infrastructure into a company-wide digital workplace: a shared intranet foundation, governed business applications and faster access to critical knowledge.

02 Turned digitalisation expertise into €4M+ of internal demand

Built a small support capability into a multidisciplinary product organisation whose products and expertise generated more than €4 million in revenue for Magyar Telekom from work commissioned across Deutsche Telekom Group.

03 Enabled digitalisation without every problem becoming an IT project

Created governance, platforms and a distributed specialist model that let business teams solve local workflow problems themselves. 40+ trained specialists contributed to an environment with 300+ process applications.

04 Made useful internal solutions possible in days and weeks

Combined business problem framing, UX and hands-on prototyping to move quickly from unclear needs to working evidence — then scaled the solutions that proved valuable.

[More about my work ↗](#)

Experience

Independent projects

2025–present

Budapest

- Run residential investment and renovation projects end to end, and build/test AI-assisted product-development workflows from research and discovery through prototyping and implementation.

Head of Internal Digitalization Center of Excellence

2017–2025

Deutsche Telekom Group / Magyar Telekom

~10 concurrent products · up to 11 direct reports · 2–3 squads · €4M+ revenue

- Built a 5-person support unit into a multidisciplinary product organisation spanning product management, design and software engineering; my teams created **100+ digital products and solutions**.
- Led products from problem discovery and rapid proof through enterprise governance, delivery and scale — including a Kanban product chosen by around **100,000 colleagues** and an OKR platform adopted across **100+ organisational units**.
- Conceived and prototyped the AWS-based Excel Analyser and led it into production, establishing Deutsche Telekom Group's first approved AI use on Confidential data for a defined employee-feedback scenario.
- Recruited and developed around **25 colleagues**; the organisation continued after I left under a leader who had grown into the role inside the team.

Experience

The titles tell you where I worked.
The work shows what I changed.

Product Manager — MagentaGaming

2021–2022

Deutsche Telekom Group · Concurrent assignment · Romanian–German organisation · ~40 engineers

- Replaced sequential product–design–development–test–release handovers with an integrated product-delivery flow.
- Reduced the release cycle from approximately **8 weeks to 2**, allowing user feedback to become a live product change within the same sprint.
- Shifted roadmap decisions from stakeholder assumptions towards observed user friction and evidence; the later commercial failure sharpened my focus on discovery and deciding what not to build.

Program Manager — Connected Work

2015–2017

Deutsche Telekom Group · European segment

- Led a cross-European digital workplace programme and coordinated international SharePoint migrations and Exchange harmonisation across subsidiaries.
- Worked across central technology teams, local operating companies and business stakeholders to make solutions reusable across companies, countries and technical environments.

Project Manager / Digitalization Expert

2013–2015

Magyar Telekom · Budapest

- Used stakeholder interviews, process modelling and working prototypes to reframe enterprise problems before major investment.
- Helped establish SharePoint as Magyar Telekom’s intranet and digital-work foundation, with governance and a trained network of **40+ business specialists**.
- Built early workflow proofs of concept, including a digitally signed procurement process; the resulting environment later contained **300+ process applications**.
- Initiated frontline research and designed the replacement for the company’s largest customer-service knowledge base, serving around **3,000 employees** and reducing response times from seconds to fractions of a second.

Earlier experience

2015	Senso2me — Product & Brand Designer	2012–2013	Origo Zrt. — Campaign Manager
2008–2012	Pingvin Klíma Kft. — Founder	2004–2014	Professional Actor

Expertise

Product discovery & strategy · Problem framing · 0→1 product development · Product leadership · Enterprise transformation · Organisational design · AI & automation · Executive stakeholder management · People leadership · UX & rapid prototyping

Education

Corporate Internal & Executive Coaching
Corvinus University of Budapest · 2025

BA, Communication and Media Studies
Kodolányi János University · 2015

Project Management Programme
Sämling Business Training Center · 2015

Professional Acting Qualification
2008

Languages Hungarian — Native / English — Full professional proficiency

Tell me what’s not working.
Let’s build what does.

[andras.digital](#) ↗
[LinkedIn](#) ↗