VOLKER BOENIGK

Senior Product Manager | Consumer Products and Live Services

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PROFILE

Consumer product manager and publishing leader with 10 years in product management and product leadership across a 20+-year career in games and digital products. Combines full product-lifecycle ownership with hands-on funnel and cohort analysis, pricing and customer feedback. Currently developing Retape, an independent voice messaging app, using AI-assisted implementation. Available immediately for a full-time senior product role.

SELECTED RESULTS

Free-to-play transition: initiated and led AION's European free-to-play transition from concept through launch and live service; it became Gameforge's most successful free-to-play MMO at the time.

Product growth: led product managers across live titles while revenue grew 20% year on year; flagship monthly revenue grew from EUR 250K to EUR 1.2M during tenure as General Manager.

Product delivery: led Skyforge expansion to Steam, PlayStation and Xbox, including account and entitlement flows and release readiness; console releases received internal Project of the Year recognition.

PROFESSIONAL EXPERIENCE

PoweredByPixels | Almere — *Sep 2026 - Present*

Founder | Independent Product Development

Developing Retape, a consumer voice messaging app, and independent games. Defines concepts and interfaces, documents features, tests and iterates with a small group of testers. Uses Codex and Claude for implementation, prototyping and research. Projects remain in development.

MY.GAMES | Amsterdam — *Jun 2016 - Dec 2025*

Free-to-play PC and console games; progression from product management to regional operations and global portfolio leadership.

Head of Publishing Services — *Jul 2023 - Dec 2025*

Led Analytics and six other publishing-service teams in a 50-60-person organisation with 6-8 direct reports. Connected product data requirements with corporate systems. Scope included CRM, Community, Localisation, Web Development and Platform Operations. Improved cost efficiency by 60% through workflow redesign, capacity planning and clearer ownership.

Head of Licensed Games, Worldwide — *Jul 2021 - Jul 2023*

Owned global portfolio P&L, budgets, product plans and partner performance across established titles, growth projects and new releases. The portfolio, including PC and console titles, delivered $40M in annual revenue. Reviewed forecasts, performance and delivery commitments with management and development partners.

General Manager, Europe — *Aug 2019 - Jul 2021*

Led publishing across Europe and North America, aligning product, marketing, user acquisition, finance and service teams. Connected company priorities to team goals and regular reviews. Flagship monthly revenue grew from EUR 250K to EUR 1.2M with near-100% staff retention.

Head of Product Management, Europe — *2018 - 2019*

Led product managers across live titles while revenue grew 20% year on year. Improved shared planning and forecasts. Established a reusable project kickoff process with clear ownership, regular communication and a central information hub.

Product Manager / Producer — *2016 - 2018*

Owned Skyforge's European product lifecycle from post-launch through PC and console growth: strategy, content and events, pricing, forecasts and publishing execution. Defined KPIs, funnels and dashboard requirements; personally analysed purchasing behaviour, cohorts and player feedback to inform priorities. Led Steam, PlayStation and Xbox expansion with developers, QA, support and platform partners.

EARLIER EXPERIENCE

Perfect World Europe | Amsterdam *Oct 2013 - Jun 2015*

Senior Manager Operations

Established shared KPI reporting, financial forecasts, delivery planning and risk reviews across product, monetisation, localisation and technology teams operating online games.

Gameforge | Karlsruhe *Aug 2009 - Oct 2013*

Executive Product Director, AION Europe
Previously Lead Game Experience Design and Game Experience Designer

Initiated the AAA free-to-play opportunity in a future-strategy workshop and developed AION's European concept. Presented it to the developer's CEO, built the product team and led conversion, launch and live service through year one. The game became Gameforge's most successful free-to-play MMO at the time. Earlier worked on player journeys, game systems and web-connected features.

Codemasters | Guildford *Nov 2008 - Aug 2009*

Associate Producer

Supported production on an unreleased console project.

NCsoft | Brighton *Jan 2005 - Sep 2008*

Customer Support Project Lead / Customer Support Specialist

Led customer support for Guild Wars after supporting City of Heroes.

GOA | Paris *Jul 2004 - Dec 2004*

Support and Community Manager

Managed customer support and community operations for Dark Age of Camelot.

CORE SKILLS

Product ownership: consumer journeys, lifecycle strategy, prioritisation, user feedback and product plans
Operations management: service delivery, workflows, capacity planning and team alignment
Commercial management: portfolio P&L, budgets, consumer pricing and partner management
Analytics and forecasting: KPI definition, funnels, cohorts, dashboards, SQL queries and Analytics leadership
Live-game monetisation: free-to-play models, virtual economies, pricing, sales and events
Delivery management: feature scoping, developer coordination, platform releases and post-launch review
Product development: concepts, interface sketches, feature documentation, testing and AI-assisted prototyping

EDUCATION

Skills Matter | London *2005*

ScrumMaster Certification and Estimation Class

Lucent Technologies / Bell Labs | Nuremberg *2000 - 2003*

IT Specialist, Software Technician

Willibald-Gluck-Gymnasium | Neumarkt *1999*

Abitur

LANGUAGES

English: full professional proficiency | German: native
Dutch: intermediate | French: basic/intermediate

SELECTED PROJECTS

Retape: long-form consumer voice messaging app for iOS and Android, in development; concepts, interfaces, features, testing and tester feedback. AI tools perform technical implementation.

Quest for the Golden Nail: PC physics game in development alongside other prototypes and playable verticals.