George Papadongonas

Digital Transformation & Product Leader

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PROFILE

George Papadongonas is a digital transformation and product leader based in the Zürich region of Switzerland. He has more than 20 years in digital business and 12 years in global product and e-commerce leadership. As Head of Digital Transformation at AMC International, a premium cookware group active in more than 30 countries, he prioritised the company's AI use cases by business value, took an AI recipe platform from a board-approved business case to a KPI-governed proof of concept, runs a CFO-sponsored AI demand-planning pilot and leads a guided-cooking app. Before that, as Global Head of E-Business at Vorwerk International, he scaled e-commerce from low seven figures to high eight figures.

EXPERIENCE

Mar 2023 – Present

Head of Digital Transformation

AMC International · premium cookware, 30+ countries · Switzerland

Lead the global digital agenda across e-commerce, digital marketing, a guided-cooking app and AI.

- Prioritised the company's AI use cases by business value and effort, with an owner, a baseline and a scale, refine or stop decision for every pilot.
- Took an AI recipe platform from investment case (approved by the group board, technical approach by group IT) to a KPI-governed proof of concept.
- Run an AI demand-planning pilot sponsored by the CFO.
- Guided-cooking app, product lead and investment owner: 600% more monthly active users and 4x revenue after relaunching as freemium.
- Built the internal digital team and manage specialised agencies; lead the product managers and UX designers on the app.
- Launched the brand on Amazon US with a specialised agency, including content, retail media and weekly performance reviews.

Jan 2018 – Feb 2023

Global Head of E-Business

Vorwerk International · Switzerland

Moved a sales-led business to an omnichannel digital business across markets.

- Scaled e-commerce from low seven figures to high eight figures in annual revenue.
- Built and led a team of 10 direct reports (product managers, UX designers and specialists) within a project organisation of 50+, including developers, solution architects, release and service managers.
- Owned the international product vision and roadmaps for digital commerce and connected customer journeys.
- Introduced OKRs, Lean/Agile delivery, usability labs, systematic A/B testing and data-informed prioritisation.
- Programme stream owner for major product launches.

Feb 2014 – Dec 2017

International E-Commerce Manager

Vorwerk International · Switzerland

Product vision and roadmap for the international websites and e-shops; SEO, paid search, analytics and performance measurement.

- Global role with country e-commerce managers reporting to me.

Apr 2012 – Jan 2014

Digital Product Manager

Digital agency · Zürich, Switzerland

Web product and digital-marketing projects for enterprise clients: requirements, delivery plans, KPIs, attribution models and dashboards.

Oct 2000 – Mar 2012

CEO & Founder

Own digital agency · Athens, Greece

Founded and grew a digital agency (e-commerce, CMS, analytics, SEO, performance marketing); built the client base, team and operating model from scratch.

CERTIFICATIONS AND EDUCATION

Professional Scrum Product Owner I (PSPO I)
Scrum.org, 2024

Professional Agile Leadership I (PAL I)
Scrum.org, 2024

Studies in Chemistry
National and Kapodistrian University of Athens, 1990–1994

LANGUAGES

Greek · Native

English · Fluent

French · B1

German · A2, intensive course from November 2026

Italian · A2

AVAILABILITY

Full-time. Zürich region, Zug and Basel.

Head of AI Value Creation / AI Transformation

Head of Digital / Digital Transformation

Head of Product

Head of E-Commerce

I also take on selected interim and advisory mandates.