

Barbara Hallama (Certified) Scrum Master

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In Short: Scrum Master for Agile teams and organizations

Born 1965 in Bavaria, moved 1996 to Hamburg and live since 1999 in Berlin. Since the early 90ies, I'm working on the different sides of the music & tech business. I had the pleasure to work for fantastic companies locally but also internationally for services like Apples iTunes, google play music, Klassik Radio and many more. These experiences paired with my „never stop learning attitude“ I'm a perfect match to make digital transformation easy and tangible for all participants.

Within the last years, I developed myself to become a highly motivated **Scrum Master**, as this is the perfect role, where I can add all my skills into one role to help teams and organizations finding their way into the **AGILE** world.

„INSPECT & ADAPT“

How it all started:

As Head of Editorial for the Classical Music Streaming App for Klassikradio (in 2016... after working already since a long time in the international Musicbiz [iTunes, google music and before the internet for labels, artists etc...], I was working very closely with the Product Owner of the app. Curious me, I asked a lot of questions... so I quickly got into the Scrum methodology and had my own kind of „Backlog“. My curiosity aroused even more and I started reading articles about Scrum and Roman Pichlers Book about Product Management. While reading I can't stop nodding my head. Inspect & Adapt, working in sprints and not in milestones, empirical.. everything suddenly makes sense. After I have finished the book I started to compare my skills with the skills needed to work in this field and most of it was already there. Many of the people- / soft skills felt very natural to me, as I worked such a long time with artists. And the rest: learning/training. No rocket science. I did my Scrum certificate and started working in this field. At the beginning as PO but then at Mayflower in Berlin, I worked the first time as a ScrumMaster. I found my new profession and now I'm on my way to become an awesome Agile Coach.

Till now I gain much experience in working with teams different maturity, team size, facilitated a lot of events and workshops, held some talks and sessions, organizing the Agile Camp and the #play14 (Serious games) Barcamp in Berlin and I'm very much looking forward to what else to come.

Professional Career:

- Nov. 19 - Feb. 2020 **ARCHITRAVE**, Berlin, Senior Scrum Master / Agile Coach (Freelance)
- Team development (non mature teams, new to agile software development): Workshops to understand the basics of agile software development, what is a self organized team, how to estimate, team development, establishing the sprint itself, how to write user stories, how to review etc..
 - Facilitating all team events: Refinement, Planning, Daily, Review, Retros
 - Organizing and facilitation of workshops for non development teams and for the management level (Topics: alignment in the product vision, communication)
 - Developed the concept for a feedback workshop for all teams in the company
 - Agile Coaching for engineers and product owner and supporting the CTO sharpening the idea of Chapters within the engineering team
- June 19 - Oct. 19 **DB SYSTEL**, Berlin, Agile Master
- Working with 2,5 Teams (Team size: 6 – 7, mostly agile beginner, „forming“ phase)
 - Working closely with the Product Owner and Project manager, to deliver business value
 - Guided and coach the Scrum Team and organization on how to apply agile/Scrum practices and how to improve their self-organization
 - Facilitated scrum ceremonies thoroughly, including, Daily Scrum, Sprint Planning, Backlog Refinement, Retrospectives, and Sprint Reviews/ Demos
 - Facilitated workshops (vision-, strategy-, story mapping) discussions, decision making, and conflict resolution
- Feb. 19 – June 19 **AGILE CAMP**, Berlin, Co-Organizer <https://2019.agile-camp-berlin.com/>
BRILLIANT BASICS, Berlin: Project manager and Facilitator:
- DesignThinking and Prototype Sprint (May, Freelance)
- July 18 – Jan. 19 **MAYFLOWER**, Berlin, Scrum Master
- Servant Leadership for the team and company
Main client: mentor.duden.de
- Hands-on Scrum experience within a full working (remote) team up to 9 people
 - Coaching and supporting the team and individual team members to maximize their autonomy, identify potentials, removing impediments
 - Coaching the (external) Product Owner in techniques for effective product backlog management and implementing agile methods within the company
 - Facilitate team- and company-wide meetings and retrospectives including preparing, moderation and post-processing for the agile process as well as the supporting agile organization
 - Knowledge of lean and agile principles and experience to use them to help teams succeed and organizations to evolve
 - OKR Champion – helping to implement OKR into the team/company
 - A forward mindset towards concepts like management 3.0, Guilds, Teams and related agile concepts

- March 18 – June 18 **VILUA**, Berlin, Product Owner / Project Manager
- Developing people-centric prevention and care solutions
Client: TK (eCoach)
- Understanding and advising the customer on user and customer needs
 - Defining product vision, road-map and growth opportunities
 - Research and analyze the market, the users and the product roadmap
 - Translating the customer needs to the development team, writing tickets, sprint-planning, prioritizing the backlog
 - Elaboration of cost estimates
 - Planning of resources
 - Project management tasks
- Sept. 17 – Jan. 18 **DEMOS**, Berlin, Product Owner (Scrum)
- Software development for the various public participation platforms for local authorities for involving the public in urban and spatial planning
Working strictly with SCRUM methods for software development:
- Planning product release with all stakeholders
 - Writing epics and user stories
 - Prioritizing the backlog
 - Doing sprint-planning with the development team
 - Clearing the problems in daily stand-ups with the development team
 - Testing
 - Backlog management, iteration of planning and elaboration of the user stories
- Got introduced into Python and Machine learning on a new, secret project
- June 16 – Dec. 16 **Klassikradio**, Berlin, Head of Content (Radio Streaming Service)
- Creating and developing the content strategy
 - Setting up a team of curators for the planned 100 channels (intern + extern)
 - Working closely with the product management and API team from 7Digital on the CMS and Content (Metadata etc.) but also on the product side
 - Negotiating with content providers, searching for missing content, metadata
 - Creating new playlists for certain moods, categories and/or genres

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INTERNATIONAL MUSICBUSINESS:

- Sept. 15 – March 16 **Mixrad.io**, Berlin, Content Editor, Social Media Manager
- Creating new strategies according to analytics, user trends and the local/global music trends
 - Localizing the service and its existing playlists, highlighting existing content and adapting it for the German market on various platforms (web, Android, IOS and Windows phone)
 - Working closely with the product team in Bristol, testing new ideas, theories and concepts
 - Negotiate with content providers, searching for missing content, metadata clean up
 - Creating new playlists for certain moods, categories and/or genres
 - Creating social media content and campaigns (text & artwork)
- Feb. 12 – today **HALLAMA.org**, Berlin, Freelance
- google play / access all areas:** Editor in Chief (DACH)
(main client from '13 - '15)
- Gathering and delivery of a comprehensive, cohesive list containing all important, upcoming releases. The list provided support for the regional manager of Europe in negotiations with major labels and distributors.
 - Maintenance of discography: content/metadata
 - Authored over 300 playlists all genres/moods
 - working closely with the product department either on the back- and frontend specific changes
- Other Projects:** (provided in chronological order)
- Startup Camp 2017 – Event management (Feb – April 2017)
 - Curating Music Business News for the news platform SCOPE
 - Strategy + implementation for Bands and labels: Website, SocialMedia, Sales + Streaming strategy
 - Piratenfraktion Berlin: Concept and realization of the on- and offline campaign #Fahrscheinlos / Project- and team lead for the new department:
„Dialogorientierte Öffentlichkeitsarbeit“
 - Music & Tech Fest Berlin/Paris '14: Member of the advisory board, Social Media and Event management
 - Music-Pool Berlin: Workshop: „How to thrive as an artist in the digital jungle“
 - Chaos Camp, Chaos Kongress '14/'15: Art&Beauty Team: Organizing the ChillOut areas at #31c3, #cccamp15 #32c3,
 - Gründer-Garage '14 / MLove Conference 14: Event concept, content and realisation
- Sept. 10 – Feb. 12: **Saint Elmo's Interaction**, Berlin, Project Management
- Account Management, Consulting, Communication, Project Controlling, Management of Resources, Timing of Projects, Concept (Typo3 Websites, Social Media Campaigns, iPhone App)

- Nov 08 – Sept. '10 **HALLAMA.org**, Berlin, Freelance
- Project and Event Management, Consulting, Digital Marketing, Campaigning, Social Media, Community Management, DJ and curator
 Projects : (a selection)
- Compuccino, Berlin: Social Media for gamescom/Photokina
 - re:publica09: COO + realisation
 - BpitchControl Records: Business development & digital strategies
 - Digital consulting for StereoTotal, Kissogram, Puppetmastaz
 - Boardmember and organizer: SocialMediaWeek Berlin (2010), A2N, Berlin (2009 + 2010) with panels about „The Future of Music“, „Access vs Ownership“, „How is my record store doing nowadays?“
- Jan 05 – June 08: **Apple iTunes**, Berlin, Head of the Editorial (DACH)
- Editor-in-Chief for the German and Austrian *iTunes* Stores
- Content management, Programming all genres,
 - Content and strategic direction of the store (all genres)
 - Design and implementation of revenue-enhancing measures
 - Collaboration with the developer for further development of iTunes' own content management system (CMS)
 - Guidance and consultation for music labels
- Juni 03 – Jan. 05: **go_Disko***, Berlin, Product Management, Support
- FileMaker Software solution for labels, distribution, clubs and agencies
- Management, Customer Support, Documentation, Business Development
- Mai 99 – May 03: **HALLAMA.org**, Berlin, Freelance
- Promotion and Artist management, Booking, Event organisation, self hosted Radioshow on Twen.FM
 Projects: (a selection)
- *Loveparade '99* (Berlin): Assistant to the spokesperson at the largest event in Berlin (1,5M visitors)
 - *Mojo Club* (Hamburg): Organisation and booking
 - *Cyberradio Internet TV* (Hamburg): Content management, PR
 - Own events in Hamburg: *Pudel Club*, weekly club night at *Club Tempelhof*
- May 97 – May 99: **Polygram, Motor Music**, Hamburg, A+R, PR Manager
- Promotion (Print, Radio, TV) for artists such as Goldie, Andreas Dorau, Portishead, 4Hero, Unkle, Roni Size and others)
 - A + R (Elektromotor)
 - Organisation of showcases at Popkomm '97 and '98
- April 93 – April 97: **Disko B**, Munich, (Label), Booking Agent
- Establishing the *Disko B Booking* division for artists such as *DJ Hell, Dave Clarke, Blake Baxter, Monika Kruse* and many more.
 Organisation of worldwide tours and club gigs:
Ultraschall, Munich (Club) – Booker / DJ
- Sep 84 – Mar 93: Working as draftswoman (mechanical engineering), Bad Reichenhall and Munich

Education:

From 2008 till today	Attended many Meetups Barcamps and digital conferences to improve my knowledge about all things digital (Agile MeetUps, Product Management, UX-Conference, Content-Strategies, provided own sessions)
May 05 – June 05:	Online Marketing (with graduation at Cimdata Berlin)
March 02 – June 03:	Event Management (<i>Fachwirtin für die Messe-, Tagungs- und Kongresswirtschaft</i> , graduation from the IHK)
Sep 81 – Jul 84 :	Qualification as draftswoman for mechanical engineering , Bad Reichenhall
Sep 71 – Jul 81:	Secondary school until graduation certificate (Mittlere Reife), Bad Reichenhall

Additional Education:

- OKR Champion (2018 via Murakamy)
- Scrum Master Certificate PSM I (2018)
- Design Thinking Certificate (2017)
- Liberating Structures Workshops (Hands on Agile) I / II (2019)
- Languages: German: native speaker, English: highly proficient in spoken and written form

Personal Attributes:

- Servant Leader
- Agile person, always and forever. Inspect & Adapt – Sharing Means Caring
- #neverstoplearning
- Personable, approachable, helpful – I would call myself as a “go to” member of the member for content queries and requests
- Getting things done
- Strong communication skills
- Listener and observer
- Problem solving, forward thinking and fearless when presented with a challenge
- Strong work ethic
- Analytical ability
- NOT „by the book“
- Passion for good products, technology andmusic.