BARBARA HALLAMA - *AGILE TEAM COACH*

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Certifications/Training:
Kanban (UDEMI)
ICAgile Certified
Professional in Agile
Coaching
Liberating Structures I/II
  (Hands on Agile)
OKR Champion
  (Murakamy)
Scrum Master PSM I
  (Scrum.org)
Design Thinking Bootcamp
Online Marketing
Event Management

Language skills:
German: Native speaker
English: fluent

IT:
PM Software (Jira, Trello,
Confluence)
Communication Software
(Slack, Teams, Discord)
Online conferencing tools
Collaboration Tools: Miro,

WHO I AM

Since the early 1990s I have been working in various areas of the music & tech business with customers like Apple iTunes, Google Play Music, Klassik Radio, several Berlin ventures and many more. During these exciting times, I have developed my „people skills" and decided to focus on these a few years ago.

Over the last years, I became a highly motivated and self-driven **Scrum Master / Agile Team Coach.** I consider this the perfect role for me, since it allows me to make use of all my strengths, providing support to teams and organizations and helping them find their way into the **AGILE** world. „Inspect & Adapt" is my philosophy.

Servant leader with a highly positive spirit, I am personable, approachable, supportive, which makes me a "go-to" person for my teams for content queries and requests.

I see myself as an „early adopter" of all things with a **„never stop learning attitude"**, and I find working with diverse, intercultural teams very inspiring. I am passionate about new technologies and the agile mindset, with a very creative and adaptive hands-on mentality.

I love getting things done, have strong communication skills, am a good listener and attentive observer. Forward-thinking problem solver, I am fearless when presented with challenge. Sensitive, flexible and intuitive, I am interested in thinking „outside the box" (and less in working „by the book").
I am a self-reflective, constant learner, well-connected within agile communities and enjoy the constant exchange of ideas with some of the greatest agile minds.
Finally I have a passion for creating an open and trustful working environment with strong ethics, as well as for good products, technology and... music.

I can make digital transformation easy and tangible for all people involved.

How it all started —> barbara.hallama.org

PROFESSIONAL EXPERIENCE (SELECTION)

until today: Various (mostly freelance) projects for: UMG, gematik, Four Panels, ratepay, Turbine Kreuzberg, I2X, INOG

Team-building, Retros, Futurespectives, Team-Healthcheck, Process-Alignment, Value-Stream Mapping, Story-Mapping,, Story-Writing, Estimation, Scrum/Agile Basics - Workshops, Mentoring In-House Scrummaster

Scrum Master for the People, JUSTEAT / TAKEAWAY / LIEFERANDO Berlin, Oct. 2020 - Februar 2022

Team-Level: Building a high performing team from start (fully remote) Within 6 months the team divided in a service unit (Kanban) and a scrum team. The challenge was to keep up knowledge sharing and the good and trustful team spirit in a very fast growing team. (from 3 to 12 members)
Supported the team to become high performing and self-organized. Created an environment for a healthy and very good feedback culture to improve the conflict resolution technique and introduced and challenged the scrum framework on a day to day basis.
Encouraged teamwork, knowledge sharing and cross-team collaboration.
PO Coaching on a daily basis (strategy, communication)
Helped the team (incl. the PO) understand the need for clear and concise product backlog items, estimation, stories, tasks etc.
Facilitate team meetings (daily, refinements, retros etc.) and events
Was heavily involved to remove the tension between stakeholder and team, established also here a good feedback culture and bi-weekly reviews
OKRs
Organizational Level: Designed and facilitated a lot of product workshops where team and stakeholder had a chance to connect and aligned on a new product (Product vision, user journeys, story mapping)
Supported scoober wide processes and facilitated workshops to resolve blind spots/bottlenecks around product strategy alignment.
Had a very good connection to the product lead and supported him in meetings with other units.
Job Interviews with Scrummaster candidates.

Scrum Master / Agile Coach, ARCHITRAVE, Berlin, Oct. 2019 - Feb. 2020

Team-Level: Improved team-culture and added value, introducing the Scrum Framework, facilitating ceremonies and workshops (estimation, self-organization, trust, feedback, time-boxing).
PO Coaching (strategy, communication, backlog prioritization).
Resolving conflicts during the transition to Scrum.
C-Level: Improved collaborative knowledge-sharing and product strategy alignment.
Implementing „chapters" into the organization with the CTO.
Daily coaching sessions with the CTO on various topics.

Organizational Level: Initiated and facilitated retros/workshops to uncover and resolve blind spots in product alignment.Provided support to HR towards an agile hiring process, including during job interviews directly.
Ran workshops with HR (Team Health) and the Sourcing Team (Productivity).
Advocated for communities of practice.

Agile Master, DB-SYSTEL, Berlin, June 2019 - Sept. 2019

Working with 3 engineering teams and Project Management, guiding and coaching the Scrum Teams and organization, applying and improving agile practices.
Initiating and facilitating all Scrum ceremonies, Vision & Mission & story-mapping workshops.
Improved team spirit, solved conflicts.
Worked closely with the Agile Coach on change processes.

Freelance, Feb. 2019 - June 2019

Agile Camp, Berlin, Co-Organizer
Brilliant Basics, Berlin, Facilitation and Project Management (Design Thinking- and Prototype-Sprint)

Scrum Master, MAYFLOWER, Berlin, June 2018 – Feb. 2019

Team-level: Maximizing the outcome for the high-performance team and individual team-members (up to 10 engineers, partly distributed, PO from the client) Client: mentor.duden.de
Improved knowledge-sharing via pairing.
Raised readiness to experiment for the team and for the client.
Improved backlog transparency and sorting.
Improved accountability (effective retros, workshops).
Solved silo situations.
Doubled NPS.
Inspired client to adopt an agile mindset, techniques/tools and rituals.

Improved team spirit and morale on a daily basis.
Provided critical support for the office move.
Organizational level: Organization and facilitation of company-wide workshops/knowledge-sharing events and retrospectives in Berlin, Munich and Würzburg.
OKR Champion (Company / Team).

Product Owner / Project Manager, VILUA, Berlin, March 2018 – June 2018

Product Owner, DEMOS, Berlin, Sept. 2017 – Feb. 2018

PO for 1 cross-functional team working on various products.
Facilitation of requirement workshops with the client, testing, troubleshooting.

INTERNATIONAL MUSIC-BUSINESS: 1991 - 2017

Professional Music Business (content) Strategy for (selection):
Apple iTunes, Head of Editorial
1st hire for the roll-out of the iTunes Music Store GAS.
Google Play Music, Head of Editorial
1st hire for the roll-out of the music store and streaming service in GAS
MixRadio, Head of Editorial: 1st hire for the roll-out in GAS
Klassik Radio, Biz Strategy, Head of Editorial: Radio Streaming App

Event, Community, Product and Artist Management.

SKILLS

→ Agile know-how and wide range of agile frameworks/methods on team and organization level.
  (Scrum / Kanban, SaFe, Liberating Structures, Serious Games, OKR)
→ Extensive methodological knowledge and practice of team development, psychological safety, cross-functional thinking, and effective communication.
→ Workshop design, training and facilitation
  (Design Thinking, Story-Mapping, Vision/Mission Statement)
→ Implementing OKRs (Team / Organization)
→ Coaching and facilitation of individuals and team processes (also remote)
→ Creative innovation facilitator
→ Practitioner and explorer of serious games (also remote)
→ Lecturer / Workshops / MeetUps