BARBARA HALLAMA - *AGILE TEAM COACH*

WHO I AM

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Certifications/Training:
Value Stream Mapping
Eventorming in practice
PSK 1 - Training
  (scrum.org)
Kanban (UDEMY)
ICAgile Certified
Professional in Agile
Coaching
Liberating Structures I/II
  (Hands on Agile)
OKR Champion
  (Murakamy)
Scum Master PSM II
  Training (scrum.org)
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,
Mural, google docs. etc.)

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

Over the last years, I have become 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 organisations 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, and 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, and am a good listener and attentive observer. Forward-thinking problem solver, I am fearless when presented with challenges. 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 I 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 and 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
You can discover further insights into my approach and ways of working on my blog: https://barbara.hallama.org/blog/

PROFESSIONAL EXPERIENCE (SELECTION)

until today: Various (also 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/Kanban/Agile Basics - Workshops, Mentoring in-house Scrum Master

Agile Coach, Bonial, Berlin (April 2025 - August 2025)

I worked in an environment with 12 self-organised tech teams supported by 4 Agile Coaches. Our approach was framework-independent and grounded in agile primitives, with primary focus on coaching the team leads.

I supported 4 IT Operations teams during an ongoing restructuring, where I also partnered closely with the CTO to help integrate the IT-Support team into Operations and navigate the tensions of the transition. My role included facilitating feature development workshops, as-is process workshops, incident post-mortems, retrospectives, and providing daily coaching in planning meetings.

Beyond the tech teams, I also initiated and facilitated a psychological safety workshop for central functions (HR, Finance, Sales), based on organisational survey results, to foster collaboration and openness across the wider company.

Additionally, I supported the company in defining an assessment for the teams with the Agile Primitives and created an awareness for Kanban Metrics as an addition to DORA metrics.

With the product team, I had great discussions around Domain Driven Design methods, aka Eventstorming / Value Stream Mapping

The position ended during my probation period.

Agile Team Coach, BOEHRINGER-INGELHEIM (June 2024 - December 2024)

Supported overall 3 Teams and some COPs for internal Scrum Master and Agile Coaches. During this time, I successfully ramped up three teams, greatly enhancing my ability to support them in their formative stages. I guided teams in refining their workflows, principles, and meeting cultures according to the agile values and what they REALLY need.

Designed and facilitated on- and offline events, such as basic agile ways of working trainings, Team-Kick Offs, process-analysis +

-improvement, stakeholder analysis, communication, feedback, team-building exercises, backlog management, how to write tickets, etc.

In a regulated environment, I had to deal with team sizes much bigger than recommended and include external companies or stakeholders from the business who are part of the team. I actively contributed to various Communities of Practice for Agile Coaches and Scrum Masters (company-wide), fostering collaboration and knowledge sharing company-wide and could also support the whole organisation on their agile journey.

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

Team-Level: Building a high-performing team from the start (fully remote). Within 6 months, the team was divided into 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-organised.
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.
Product Owner 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 Scrum Master 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-organisation, trust, feedback, time-boxing).

PO Coaching (strategy, communication, backlog prioritisation).
Resolving conflicts during the transition to Scrum.
<u>C-Level:</u> Improved collaborative knowledge-sharing and product strategy alignment.
Implementing „chapters" into the organisation with the CTO.
Daily coaching sessions with the CTO on various topics.

<u>Organisational Level:</u> 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 organisation, 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)

<u>Agile Camp, Berlin</u>, Co-Organiser
<u>Brilliant Basics</u>, Berlin, Facilitation and Project Management (Design Thinking- and Prototype-Sprint)

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

<u>Team-level:</u> Maximising the outcome for the high-performance team and individual team members (up to 10 engineers, partly distributed, PO from the client). Client: <u>mentor.duden.de</u>
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 the client to adopt an agile mindset, techniques/tools and rituals. Improved team spirit and morale daily with leading by example.
Provided critical support for the office move.
<u>Organisational level:</u> Organisation and facilitation of company-wide workshops/knowledge-sharing events and retrospectives in Berlin, Munich and Würzburg.
OKR Champion (Company / Team).

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, and 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 a wide range of agile frameworks/methods on team and organisation levels. I am
  (Scrum / Kanban, LEAN/LESS, 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, Eventstorming, Value Stream Mapping)
→ 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