BUSINESS COACHING | AGILE TRANSFORMATION
LEADERSHIP | PROJECT MANAGEMENT

MARKUS ALLELEIN

THE ORGANIZATION IN FOCUS

For me, the focus is on the sustainable and holistic optimization of the entire organization. I ask the right questions and show you the right tools to improve business value and change leadership culture. This also includes to show courage, to address uncomfortable issues and to try out new things.
I make you better every day.

in

Learn more

22 ahead
c o n s u l t i n g

Project Abstract

2024

Energy supplier
(one of the largest providers of energy solutions)

BUSINESS COACH

Seminar series: agile & classic project management

▶ Development of a seminar concept based on the expected learning outcomes and dedicated expectations for future knowledge transfer to the company

▶ Creation of the required seminar documents including research, content editing, content editing, layout coordination and quality assurance

▶ Carrying out the seminar using lectures, practical exercises and discussion rounds, taking into account the pre-defined objectives for the seminar days

2023 - 2024

Global IT service provider for one of the world's largest insurers

AGILE COACH

New and further development of the global intermediary workplace

▶ Coaching the product owner

▶ Further development of the team towards more focused work and optimization of hybrid working methods

▶ Further development of different and parallel software development teams

▶ Establishment of risk management

▶ Establishment of overarching prioritization and planning in a scaled environment

▶ Responsibility for the integration of near-shore team members

▶ Establishment of comprehensive test and release management

▶ Establishment of methods for coordinating the collaboration between different countries

▶ Development and carry out of workshops to prioritize overarching backlogs and planning processes

▶ Identification and implementation of methods for dealing with budgets in agile teams

▶ Coaching the organization with regard to agile methodology, stakeholder management and communication

2023 - 2024

Insurance company
(Holding company of one of the largest insurers)

BUSINESS (AGILITY) COACH

Leadership coaching and goal development

▶ Workshops to change the management culture within the department

▶ Carry out of exercises to build trust

▶ Development of measures to increase the assumption of responsibility in the teams

▶ Guidance on defining objectives based on the strategy with measurable, qualitative and quantitative targets

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Industries

Insurance ✔
Trade ✔
Tourism ✔
Automotive ✔
Pharma ✔
Energy ✔
Society ✔

Project Abstract

2023 - 2024

Roman Catholic diocese in Bavaria
BUSINESS COACH

Leadership coaching for managers

Management workshops with a focus on

- Building trust
- Active leadership
- Leading as a leader
- Change management for employees
- Intend based leadership

Workshop on strategy and goal development

- Development of a vision for the finance department
- Derivation of a long-term strategy
- Description of goals and derivation of team goals
- Agreement on quantitative and qualitative KPIs to review the achievement of objectives

Advice on conflict management

- Dealing with conflicts within the team
- Correct behavior of the manager within the conflict
- Communication and behavior tips for constructive conflict resolution

2023

Tourism organization
(for strategic destination development, organization of tourism offers, communication & marketing)
BUSINESS (AGILITY) COACH

Employee training „Agile working"

▸ Onsite workshop to teach agile working methods and possible areas of application

▸ Coaching for problem understanding and root cause analysis

▸ Teaching agile methods and their areas of application

▸ Playful learning of the methods and identification of possible applications in practice

▸ Definition of experiments with measurable goals to verify success

2021 - 2023

Purchasing association for medium-sized furniture retail in Germany and Europe
BUSINESS (AGILITY) COACH

Business Development – Digital Services

▸ Development of corporate vision, strategy and the corresponding annual goals

▸ Definition of measurable goals derived from the overall strategy up to the team level

▸ Implementation of adaptive forms of organization

▸ Individual coaching in agile methods, leadership and C-level collaboration models

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Skills

- Project management
- Risik management
- Coaching
- Stakeholder management
- Strategy development
- Process management
- Product development
- Leadership
- Agile methods
- Scaling

Project Abstract

INTERIM MANAGER

Increasing and optimizing product data quality

▸ Lead of a team of 18 people to increase and optimize product data quality and harmonize product master data

▸ Implementation of new workflows and work processes

▸ Improvment of communication and interfaces with purchasing, suppliers and end customers

▸ Optimization of the data management process: record of the actual process and derivation of the 1st tier process inbound product data

2018 - 2023

Insurance group
(one of the largest insurers in the world, market leader in Germany)

AGILE COACH & SCRUM MASTER

Agile Transformation

▸ C-level coaching

▸ Accompaniment of multiple teams in agile transformation

▸ Building product-related, cross-team backlogs

▸ Development and establishment of methods to optimize business value

▸ Implementation of adaptive forms of organization

New development of insurance products for private and companies

▸ Lead of the organization to build the scaled agile environment as an agile coach in various projects

▸ Further development of several teams in the role of Scrum Master (product provider, processes, frontend, backend, introduction, marketing, customer interaction)

▸ Creation of a central product backlog with up to 20 teams

▸ Coaching of product owners, project managers and C-level

▸ Conducting in-house workshops on agile methods and scaling frameworks

▸ Workshops for prioritizing cross-cutting backlogs and planning processes

▸ Development of specific product canvases in the corporate context

▸ Establishment of stakeholder management methods (training, moderation, support)

2015 - 2018

Central IT service provider for a large German insurance company

PROGRAM MANAGER

Centralization of administrative processes

▸ Overall responsibility for the standardization and automation of existing administrative processes in the regional directorates and administrative units in the internal service

▸ Coordination of the 10 projects organized in the program

▸ Project volume of approximately EUR 5 million

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Roles

Business (Agility) Coach ✔
Interim Manager ✔
Project Manager ✔
Portfolio Manager ✔
Product Owner ✔
Scrum Master ✔
Quality Manager ✔
Managing Director ✔
Team Member ✔

Project Abstract

PRODUCT OWNER

Sales field service system – overall project

- Responsibility of the overall backlog and prioritization of features across teams for 16 teams
- Stakeholder management and interface between sales organizations and boards of directors
- Establishment of active risk management
- Project volume of approximately EUR 30 million

Sales field service system – central application process

- Responsibility of the control, prioritization, development, testing and operation of central application processes and interfaces
- Connection of cooperation partners

Sales field service system – administrative functions

- Responsibility of the prioritization, development, testing and operation of administrative functions (personal/contractual data, correspondence)

2014 - 2015 Automotive company
(one of the largest providers of premium and luxury cars)

PROJECT MANAGER

Development of technical infrastructure for new production halls

- Project management for the implementation of the technical infrastructure
- Responsibility of concept creation
- Control of the implementing companies for
  - cabling
  - wireless networks
  - telephony
- Creation of tender texts
- Project progress reporting and cost control as well as invoice approval
- Support with implementation
- Responsibility of quality assurance
- Stakeholder management

2011 - 2015 Insurance company (active internationally)

SCRUM MASTER

Sales field service system – personnel services

- Pilot project to establish Scrum as a process model for implementing a service-oriented architecture for recording and managing customer and acquisition data

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Tools

- Jira/Confluence
- Azure DevOps
- Mural/Miro
- Office 365 + MS Project
- HP ALM

Project Abstract

(SUB)PROJECT MANAGER

New compensation system for sales organizations

- ▶ Requirements analyzes of the commission regulations
- ▶ Interface description of the existing commission systems for connection to SAP
- ▶ Conception of commission accounting for cooperation partners

Technical expansion of direct sales processes

- ▶ Creation of a dispositive corporate marketing database
- ▶ Connection of the customer portals of different insurance companies
- ▶ Technical introduction of the new compensation regulations for direct sales campaigns

Implementation management – Head of rollout support

- ▶ Lead of the control and support unit for the rollout
- ▶ Link between line processes and the overall project

2011

Automotive supplier
(leading expert for high-quality interior and exterior modules)

PROJECT MANAGER

Equipping the entire production area with wireless networks

- ▶ Creat of a WLAN concept and defining the specifications for the installation
- ▶ Implemenation of the lighting of the production halls and the site
- ▶ Responsibility of tendering the project
- ▶ Controlling of external service companies
- ▶ Responsibility of quality assurance
- ▶ Connception and execution of training sessions for administrators
- ▶ Creation of an operations manual
- ▶ Edition of project progress and status reports
- ▶ Stakeholder management

2007 - 2010

Central IT service provider for a large German insurance company

SUBPROJECT & QUALITY MANAGER

IT infrastructure management

- ▶ Conception and creation of operating concepts and operating manuals for a group-wide field service system in the insurance industry
- ▶ Describtion of relevant test cases and test criteria
- ▶ Creation of support concepts for in-house and third-party hardware
- ▶ Enhancement of support processes
- ▶ Creation of Service Level Requirements (SLA)

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Experience

15+ years managing projects ✔
10+ years in agile roles ✔
5+ years of top management consulting ✔
4+ years as a coach ✔

Project Abstract

Incident mangement and escalation avoidance of end customer services

- ▸ Overall responsibility for incident mangement
- ▸ Lead and organization of regular process reviews
- ▸ Controll and Management of a continuous improvement process
- ▸ Enhancement of the incident mangement process
- ▸ Controlling the incident mangement measures
- ▸ Development and management of binding customer communication

2006 - 2007

Pharmaceutical company
(a global leader in the treatment of pain)

BUSINESS CONSULTANT

Audit of the entire network infrastructure

- ▸ Audit definition and execution
- ▸ Creation of reports and recommendations

Creation of concepts for the redesign of the entire network infrastructure

- ▸ Performance of requirements analysis
- ▸ Creation of a detailed concept for the redesign
- ▸ Development of a test concept and operating concept
- ▸ Creation of an operations manual

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Certificates

Professional Scrum Product Owner I

Certified Scrum Professional - Scrum Master

Certified LeSS Practitioner

Professional Agile Leadership I

Professional Scrum with Kanban

ITIL V3 Foundation

PRINCE2 Foundation

Contact

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