

A portrait of Sina Schultz, a woman with blonde hair pulled back, wearing a black collared shirt and a necklace. She is looking directly at the camera with a slight smile. The background is a light blue geometric pattern.

SCRUM MASTER | PROJECT MANAGER

SINA SCHULTZ

MAKE A DIFFERENCE

I combine order and structure with openness to new things - always ready to leave the comfort zone. This is how I manage to optimize project structures and upgrade way of working and thinking. For me, people and their relationships with one another are the key to good collaboration and success. I accompany and support you in the learning process and work with you to develop efficient structures and framework conditions that suit your organization, your team and your projects.



[Learn more](#)

Project Abstract

2026 ○ Technical University

SEMINAR FACILITATION SUPPORT & AGILE COACH

Seminar: Development of a practical marketing concept within the Scrum framework

- ▶ Designing and conducting a multi-day seminar in an agile project context
- ▶ Ensure clear goal definition, framework conditions and transparent project structure for participating teams
- ▶ Role of product owner for prioritising requirements and managing the scope of services
- ▶ Moderating and structuring sprint reviews to ensure comprehensible results and transparent decision-making processes
- ▶ Facilitating retrospectives with a focus on deriving concrete improvement measures and transferring them into organisational contexts

2024 - 2025 ○ 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 - 2025 ○ Federally owned
mobility and transport group

SCRUM MASTER & COACH

Rollout of a pilot project for the bus production platform (PPBus) across all other regions of the bus group

- ▶ Further development of the existing agile structures, procedures and working environments
- ▶ Coaching of project employees in optimizing the use of agile working methods
- ▶ Promoting the team's self-organized way of working and ensuring optimal conditions for the team to achieve the agreed sprint and iteration goals
- ▶ Development and establishment of meaningful metrics and key figures to identify potential for improvement
- ▶ Interpretation and evaluation of metrics and key figures
- ▶ Preparation and communication of findings to strengthen understanding of empirical process control through transparency, inspection and adaptation in the team and the organization
- ▶ Early identification of impediments and risks to the team's performance or goal achievement as well as management of the elimination of these through appropriate measures
- ▶ Moderation of events (e.g. workshops) – even on controversial topics



**SINA
SCHULTZ**

Industries

- Trade & Furnishings ✓
- E-Commerce (B2B) ✓
- Financial economics ✓
- Transportation & Logistics ✓
- Energy ✓
- Education ✓

Project Abstract

2020 - 2023

Purchasing association for medium-sized furniture retailers in Germany and Europe

PROGRAM MANAGER & SCRUM MASTER

Program management

- ▶ Conception, development and establishment of program and project management structures and processes including quality management and CIP
- ▶ Organization, coordination and monitoring of (large) projects and programs in the role of project management
- ▶ Responsibility and monitoring of the entire project budget based on established methods (e.g.: WBS, milestones) and KPIs (e.g.: CPI, SPI)
- ▶ Innovation management: Conception, development and establishment of processes to promote innovation in the company
- ▶ Conception, development and establishment of agile requirements management
- ▶ Interface between internal and external stakeholders and C-level
- ▶ Creation of status reports and moderation of project status meetings as well as live demos
- ▶ Requirements management including moderation of numerous workshops with the participation of all stakeholders

Agile Transformation

- ▶ Building an agile project organization
- ▶ Workshops for prioritizing cross-cutting backlogs and planning processes
- ▶ Development of specific product canvases in the corporate context
- ▶ Further development of several project teams for self-organization in the agile world
- ▶ Building a team-specific value system and dealing with dysfunctions in teams
- ▶ Implementation of methods for benefit-oriented work
- ▶ Preparation and moderation of Scrum events
- ▶ Promoting role development and imparting agile values through individual and team coaching
- ▶ Development and establishment of methods to optimize business value
- ▶ Development of product vision, strategy and the corresponding product goals
- ▶ Creation of an understanding of product planning in an empirical working environment
- ▶ Strengths-oriented further development of individual team members

PO Coaching

- ▶ Coaching of (junior) product owners to strengthen and optimize their current role
- ▶ Support the product owners with regard to project budgets and cost reporting
- ▶ Development and introduction of a product owner guideline for continuous improvement of processes within agile projects and digital services



**SINA
SCHULTZ**

Skills

Project management

Stakeholder management

Communication

Requirements management

Risk management

Agile methods

Human resources management

PO Coaching

Project Abstract

2016 - 2020



E-commerce service provider
(one of the market leaders in Germany)

PROGRAM HEAD & PRODUCT OWNER

Product Ownership – Implementation of a new online shop

- ▶ Establishing agile working methods to implement new e-commerce platforms
- ▶ Project organization and coordination based on a product backlog
- ▶ Management of diversely allocated multinational teams in a global context
- ▶ Capability management: Coordination and planning of the use of existing resources as well as determination and planning of future requirements
- ▶ Responsibility for service provider and supplier management including acquisition
- ▶ Responsibility for crisis communication and escalation management
- ▶ Control and implementation of marketing measures and advertising campaigns
- ▶ Carrying out target group analyzes to improve the user experience in online shops and to target advertising campaigns
- ▶ Interface between management level and the departments involved in the project

2016 - 2020



E-Commerce-Dienstleister
(einer der Marktführer in Deutschland)

PROGRAMMLEITERIN & PRODUCT OWNER

Project lead management – introduction of a new ERP system

- ▶ Project organization and coordination
- ▶ Building and maintaining the central product backlog
- ▶ Responsibility for requirements management
- ▶ Coordination of the interface between agile software development and classic project organization
- ▶ Process management: Recording the actual processes and optimizing the existing processes
- ▶ Building a knowledge database
- ▶ Responsibility for the management of external service providers
- ▶ Coordination and planning of the use of existing resources
- ▶ Interface between all stakeholders and boards
- ▶ Link between IT and stakeholders
- ▶ Creation of status reports and moderation of project meetings
- ▶ Creation of management reports
- ▶ Moderation of workshops with the participation of internal and external stakeholders
- ▶ Responsibility for crisis communication and escalation management



**SINA
SCHULTZ**

Roles

- Project Manager ✓
- Program Manager ✓
- Product Owner ✓
- Scrum Master ✓
- (Agile) Coach ✓
- Team Member ✓

Tools

- Jira/Confluence
- MS Office + Project
- Mural/Miro

Project Abstract

2014 - 2015

Human resources management

- ▶ Training of new colleagues
- ▶ Establishment of a global talent hub including recruitment in an international environment
- ▶ Full support in HR

Banking association

(for public insurance companies and other financial service providers in Germany)

CORPORATE COMMUNICATIONS

- ▶ Advising top management and employees in the specialist departments on various communication topics
- ▶ Planning, controlling and developing central communication strategies
- ▶ Planning and design of internal and external corporate communication
- ▶ Management of projects within corporate communications
- ▶ Planning and implementing public relations and marketing measures
- ▶ Responsibility for campaign management

22ahead
consulting



**SINA
SCHULTZ**

Experience

- 10+ years project lead management ✓
- 6+ years in agile roles ✓
- 3+ years as a coach ✓

Certificates

**Certified
Management 3.0
– Foundation**

(Mark Rehberg, 2025)



**Professional
Scrum Master II**

(scrum.org, 2024)



**Co-Active
Fundamentals of
Coaching**

(Co-Active Training
Institute, 2023)



**Specialist in Project
Management**

(IHK Hannover, 2017)



**JIRA & Confluence
Expert**

(Atlassian, 2017)

