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.

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Learn more

22ahead
consulting

Project Abstract

2023 — 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

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

SINA SCHULTZ

Industries

Trade & Furnishings ✔
E-Commerce (B2B) ✔
Financial economics ✔
Transportation & Logistics ✔

Skills

Project management

Stakeholder management

Communication

Requirements management

Risk management

Agile methods

Human resources management

PO Coaching

Project Abstract

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SCHULTZ**

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

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

Roles

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

Tools

Jira/Confluence

MS Office + Project

Mural/Miro

Project Abstract

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

Human resources management

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

2014 - 2015

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

SINA SCHULTZ

Experience

9+ years project lead management ✔

6+ years in agile roles ✔

2+ years as a coach ✔

Certificates

Professional Scrum Master I
(scrum.org, 2023)

Co-Active Fundamentals of Coaching
(Co-Active Training Institute, 2023)

Specialist in Project Management
(IHK Hannover, 2017)

JIRA & Confluence Expert
(Atlassian, 2017)