



AGILE COACH | SCRUM MASTER | PRODUCT OWNER

THERESA BLÖCHL

MY HEART BEATS AGILE

With a lot of enthusiasm for the matter, understanding of people and situations, always open to experiments. I'll show you how we live agile ways of working with fun, common sense and a good dose of courage for change.



[Learn more](#)

Project Abstract

since 2026

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 multiple development teams towards more focused work and optimization of hybrid working methods
- ▶ Establishment of overarching prioritization and planning in a scaled environment
- ▶ Responsibility for the integration of near-shore team members
- ▶ Encouraging effective collaboration in international and hybrid structures through clear working agreements and transparent communication structures
- ▶ Guiding the merging of two teams by facilitating role understanding, expectation management and team development processes
- ▶ Supporting organisational change from one tribe to two independent tribes by facilitating interface clarification, dependency management, and cross-team synchronisation and planning
- ▶ Strengthening self-organisation, responsibility and empirical working methods in phases of structural and cultural change

2025 - 2026

Software company
(world market leader in execution management)

PROGRAM & CHANGE MANAGER MARKETING OPERATIONS

Ticket management for the creative teams of the Marketing Department (300 employees)

- ▶ Collaboration with the relevant teams to ensure quick and effective resolution of issues in the form of tickets
- ▶ Monitoring the ticket lifecycle from creation to resolution to optimize workflow
- ▶ Implementation of automations for a smooth workflow within the ticket system after requirements analysis
- ▶ Categorization, prioritization and management of incoming tickets
- ▶ Communication with the ticket creator regarding briefings, queries and status
- ▶ Set up of tracking mechanisms to follow trends
- ▶ Creation of regular evaluations of ticket metrics, team utilization, available capacities and throughput times
- ▶ Responsibility for complete ticket documentation
- ▶ Carry out of regular reviews of completed tickets for completeness and customer satisfaction
- ▶ Gathering of user and stakeholder feedback for process improvements
- ▶ Responsibility for rectifying faults within the system
- ▶ Optimization of the ticketing process

22ahead
consulting



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Industries

- Insurance ✓
- Personnel service provider ✓
- Consulting ✓
- IT ✓
- Social Services ✓
- Tourism ✓
- Software ✓

Project Abstract

2023 - 2024



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

AGILE COACH & SCRUM MASTER

Initiatives to achieve the Tribe goal of „becoming the fastest-growing motor insurer in Germany“

- ▶ Establishment of overarching prioritization and planning in a scaled environment
- ▶ Design and implementation of overarching goals at Tribe level
- ▶ Sharpening the understanding of agile roles through methods such as Role Canvas
- ▶ Coaching the product owners in the project
- ▶ Continuous further development of a software team through regular retrospectives, workshops and the use of agile practices
- ▶ Development of an open and respectful internal communication to create a positive working environment and promote innovative ideas within a large team
- ▶ Developing the team to work in a more focused way and optimizing hybrid ways of working
- ▶ Coaching the organization in terms of agile methodology, stakeholder management and communication
- ▶ Coaching teams towards more self-organization and cross-functional teamwork using agile methods
- ▶ Removing obstacles that the team itself cannot overcome and thus hold the team back
- ▶ Facilitator for Scrum events at team level - such as daily stand-ups and retrospectives - and at Tribe level - such as reviews and refinements
- ▶ Teaching techniques for effective management of the product backlog
- ▶ Promotion of a clear understanding of concise product backlog entries
- ▶ Support with product planning in an empirical working environment to create high-quality products

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
- ▶ Identification of current challenges in the working environment with subsequent coaching to analyze the problems and causes
- ▶ Introduction to agile methods, values and their areas of application
- ▶ Conduction of playful exercises to illustrate the core concepts of agile methods
- ▶ Collaborative development of experiments with measurable goals for integrating agile methods into the daily work routine



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Skills

Agile methods

Coaching

Project management

Stakeholder management

Team development

Product development

Scaling

Risik management

Project Abstract

2020 - 2023



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

AGILE COACH & SCRUM MASTER

Agile Transformation

- ▶ Consulting on agile transformation
- ▶ Further development of several teams in the role of Scrum Master in a scaled agile environment (SAFe, LeSS, Agile@Scale)
- ▶ Development and establishment of product-related backlogs and cross-team prioritization according to business value
- ▶ Development and establishment of methods to optimize business value
- ▶ Implementation of adaptive organizational forms

Development of insurance products

- ▶ Further development of several teams in the role of Scrum Master (actuarial office, frontend, customer interaction)
- ▶ Conducting in-house workshops and seminars on agile methods and scaling frameworks
- ▶ Workshops on prioritizing overarching backlogs and planning processes
- ▶ Support of the organization and teams in changing the corporate culture in the course of introducing agile working methods
- ▶ Coaching teams for more self-management and better collaboration using agile methods
- ▶ Establishment of a healthy error culture and building a shared value system in the teams
- ▶ Development of the team thinking towards goal-oriented and value-based work („busy isn't done“)
- ▶ Support of organizations and teams in the development of new products (product canvas)
- ▶ Establishment of stakeholder management methods (training, moderation, support)

Individual coaching of various roles

- ▶ Coaching various agile roles such as Scrum Master and Product Owner
- ▶ Strength-oriented coaching of individual team members



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Experience

in the role of team member, product owner, scrum master, (agile) coach, project manager, project leader

10+ years managing projects ✓

8+ years in agile roles ✓

5+ years as a coach ✓

Project Abstract

2021 - 2022

Software Company
(for 3D visualization)

AGILE COACH & CONSULTANT

Business Consulting

- ▶ Further development of coachees in various roles through individual coaching
- ▶ Holding workshops to restructure teams
- ▶ Introduction of agile methods in the organization

2017 - 2019

Personnel service provider
(in the areas of IT, Engineering and Life Science)

PRODUCT OWNER

Implementation of a social intranet

- ▶ Strategic conceptualization, implementation and further development of a cross-company social intranet based on LumApps
- ▶ Creation and implementation of a concept in the area of corporate communications
- ▶ Cross-company project work

Launch of new software and website

- ▶ Guidance a Scrum team in the further development of the company's internal websites and online services
- ▶ Preparation and implementation of workshops and training courses on the tools introduced

2015 - 2017

Non-profit organization
(for integration and inclusion of people with disabilities)

PROJECT LEADER

Implementation of a social intranet

- ▶ Overall responsibility for project planning & implementation
- ▶ Establishment and further development of a cross-group intranet based on Sharepoint
- ▶ Evaluation of software providers for the technical implementation
- ▶ Management of external service providers
- ▶ Carry out requirements analyses and concept development
- ▶ Designing and holding workshops and training courses for employees on the use of the social intranet
- ▶ Responsibility for internal communication
- ▶ Writing project progress & status reports
- ▶ Stakeholder management



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Tools

Jira/Confluence

Mural/Miro

Office 365 + MS Project

Azure DevOps

Adobe Creative Suite

Social Intranets

Project Abstract

2014 - 2015

Development and enhancement of the website

- ▶ Development of a concept for the further development and relaunch of the website
- ▶ Design and implementation of websites with WordPress
- ▶ Coordination of external service providers and internal specialist departments in the project context

Association of senior citizens' facilities
(in the Würzburg region)

PROJECT LEADER

Development and implementation of a social media concept

- ▶ Overall responsibility for project planning & implementation
- ▶ Implementation of requirements analyses and developing concepts for the use of social media for HR marketing
- ▶ Set up of social media strategies and guidelines
- ▶ Creation of editorial plans incl. writing and publishing articles and postings
- ▶ Management of the company accounts
- ▶ Management and monitoring of online performance using analysis tools and creating regular reports
- ▶ Designing and holding workshops and training courses for employees on the use of the social intranet
- ▶ Responsibility for internal communication
- ▶ Communication with users and customers as well as internal interfaces



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Certificates

Certified Professional
Agile Team Facilitation
(ICP-ATF)
(ICAgile, 2022)



Certified SAFe 5 Agilist
(Helsinki, Maarit Laanti, 2022)



Professional Scrum
Master II
(Paris, John Coleman, 2022)



Certified LeSS
Practitioner
(Amsterdam,
Bas Vodde, 2021)



Professional Agile
Leadership I
(scrum.org, 2021)



Zertifizierter
Product Owner
(scrum.org, 2019)

