



Personal Data

Name: Rob van Linda
 Birth date: June 10, 1964
 Birthplace: Heerlen (NL)
 E-mail: hello@robvanlinda.de
 Mobile: [+49 173 217 81 25](tel:+491732178125)
 Website: <https://robvanlinda.de>

Language skills

German: ★★★★★
 English: ★★★★★
 French: ★★★★★☆
 Dutch: native language

Dialect

Swiss German: ★★★★★

Certifications

- Digital Transformation Manager
- Chief Digital Officer
- Leadership Coach
- Business Innovation
- Marketing Intelligence
- Professional Scrum Master I
- Professional Scrum Master
- Professional Scrum Product Owner I

Capabilities & tools

Slack, Trello, Jira, Git, Axure, InVision, Sketch, Balsamiq, Adobe XD, Confluence, Word, Excel, PowerPoint, OneNote, Outlook, Mindomo, Photoshop, Kanban, Liberating Structures, Working out Loud (WOL), Clean Language, Miro.

My strengths

Team spirit, helpful, cooperative, quick to learn, multilingual, customer-oriented, flexible, independent, curious about new topics, communicative, empathetic, self-optimization, success-oriented.

What's important to me

Clear communication, respect, empathy, esteem, team spirit, solidarity, helpfulness, punctuality, faith, friendliness, reliability, trust, sense of responsibility, openness, work, success, goals, staying up to date with the world and continuing to learn, mutual trust.

Self-improvement

- Rhetoric Masters Berlin (Toast Masters | member of the executive board)
- Liberating Structures Lab Berlin
- Agile Learning Lab Berlin
- The Kanban Club
- Agile Co:learning
- et al





Certifications

I would like to apologize, at this point, for the fact that this certificate is only available in German. The institute could not offer me a translation. Thank you for your understanding. The German 1,3 is an A-



ZERTIFIKAT

Herr Roberto van Linda

[geboren am 10.06.1964]

hat den folgenden Lehrgang zur beruflichen Qualifizierung
erfolgreich absolviert:

DIGITALE TRANSFORMATION

Note:
1,3

Dauer:
280 Unterrichtseinheiten

Absolvierte Prüfungsleistungen:

- Schriftliche Abschlussprüfung
- Praxisbezogene Projektarbeit

Königstein, 11.06.2020

Ort, Datum



Head of Internal Marketing Research &
Content Quality




CERTIFICATE

This certifies that Roberto van Linda has successfully completed the course

CHIEF DIGITAL OFFICER

on 10.05.2019 according to examination guidelines published on 19.10.2018 with 85 % and achieved grade 1,7.

Königstein, 28.06.2019

Place, Date



Signature CEO



Certificate for:

- Course: Chief Digital Officer
- Course duration: 19 weeks

Course Content:

- Introduction to digitalization
- Leadership
- Digital Business Innovation
- Scrum
- Marketing intelligence
- Media laws
- Implementing digitalization




PARTICIPATION CERTIFICATE

We hereby confirm that Mr. Roberto van Linda has successfully completed the

LEADERSHIP COACHING

course with the final grade 1.0 on 07/05/2019.

Königstein, 07/06/2019

Place and date



Signature CEO



Certificate for:

- Course: Leadership Coaching
- Duration: 3 weeks

Content:

- Basics
- Leadership starts with self-management
- The five tasks for leaders
- The five tools for Leader
- The five principles for leaders
- Support of the employees
- Support of the team
- Digital Leadership
- Agile leadership
- Lean leadership
- Best Practice for Leadership




CERTIFICATE

We hereby confirm that Mr. Roberto van Linda has successfully completed the

DIGITAL BUSINESS INNOVATOR

course with the final grade 1,3 on 29/01/2019.

Königstein, 07/06/2019

Place and date

D. Huber



Signature CEO

Certificate for:

- Course: Digital Business Innovator
- Duration: 3 weeks

Content:

- Creative Mindset
- Business Fiction
- Presentation Techniques
- Digital Business Models
 - Define
 - Design
 - Discover
- KI
- Internet of Everything
- Business Model Generation
- Value Proposition Design




CERTIFICATE

We hereby confirm that Mr. Roberto van Linda has successfully completed the

MARKETING INTELLIGENCE MANAGER

course with the final grade 1.0 on 22/03/2019

Königstein, 22.03.2019

Place, Date

D. Huber



Signature CEO

Certificate:

- Course: Marketing Intelligence
- Course duration: 4 weeks

Course Content:

- Swarm intelligence and customer integration
- Predictive marketing
- Data-driven advertising
- Marketing Automation
- Tracking and metrics
- Software and software selection
- Compliance and data ethics
- Data protection







Career History & Courses

30.04.2020 - 19.06.2020
Karriere Tutor

Course Digital Transformation

- The challenge of digital transformation
- Elements of a transformation strategy
- The path to a transformation strategy
- Management roles in digital transformation
- Digital products, services and business models
- Digital customer interfaces
- Digital business processes
- Preparing the IT landscape: Making extensibility possible.
- Transforming corporate culture digitally
- Building competencies for digital transformation
- Insights into successful digital transformations

01.09.2019 - 20.03.2020
Convivo GmbH Berlin

Product Owner

Tasks:

- Responsible for three products.
- Gaining requirements from the customer during regular meetings
- Managing the Product Backlog
- Creating items, epics & user stories
- Prioritizing items
- Facilitating sprint planning with the team Monitoring the budget, burndown chart and time-to-market with my Scrum Master
- Additionally controlling team working hours and accounting.

17.12.2018 - 21.06.2019
Karriere Tutor

Course Chief Digital Officer

Modules:

- Digital Business Innovator
- Marketing Intelligence
- Leadership Coaching
- Media Law
- Professional Scrum Master I
- Chief Digital Officer (as a "common thread" throughout the course)

Additional Modules (after the main course):

- Professional Scrum Master II
- Professional Product Owner I



Alongside the course, creating a website for a music producer

Portfolio & Shop

Technical aids and appliances:

Joomla CMS
MyMuse (shop component)

Template creation:

FlexboxGrid, HTML5, CSS3
Prototyping with InVision.

Tasks:

- Installation and setup Joomla
- installation MyMuse
- Development responsive template
- UI/UX/customer journey
- Advice on legal requirements
- Implementation payment methods
- connection server lawyer
- GDPR compliant comment function, forms and share-buttons
- Cookie banner with opt-in
- A/B and Sandbox purchase testing (e.g. payments, documents and e-mails)



Career History

01.10.2017 - 31.10.2018
Aequitas AG Hamburg

Product Owner

Objective:

Explore new business models (business innovation) in an internal Digital Labs in the field ecommerce

Technical aids and appliances:

- Scrum
- Confluence
- Slack
- Productboard
- Miro
- Trello
- Skype

Realization:

- Research into e-commerce (B2B) needs, regular meetings to share research results and translate them into user stories using Empathy Maps.
- Based on the results, a product backlog was created, and the team selected, developed and implemented which elements were implemented and inserted into the sprint backlog to be realized.
- Organization and moderation of the events (during the sprint review together with the management, to get feedback).

Result:

A White-Label Multi Vendor Platform



01.01.2016-30.09.2017
SNP Berlin

(acquisition of hartung:consult)

Product Owner

01.04.2015-31.12.2015
hartung:consult Berlin

Scrum Master

Number of team members: 10

Preparation:

- Finding suitable tools for setting-up a development environment
- Assembling the teams (SAP Backend, Fiori Launchpad, Apps)
- Research and learning about SAPUI5/SAP Fiori Apps (participation in courses at the SAP Training Center, Walldorf & Open SAP)

Chosen tools:

- Scrum
- Jira
- Confluence
- Skype
- SAP UI Cloud Platform (SAP Web IDE)
- Eclipse
- Git

Execution:

- Introduction to Scrum and the Agile Manifest
- Setting up accounts at SAP UI Cloud
- Jira |& Confluence
- Installation Eclipse
- Cloud Connector
- SAP Web IDE personal
- Creating apps using the demo kit SAPUI5 SDK



01.01.2016-30.09.2017
SNP Berlin

(acquisition of hartung:consult)

Product Owner

01.04.2015-31.12.2015
hartung:consult Berlin

Scrum Master

My Tasks:

- Create an environment in which the team has all the tools it needs and coaching employees and management about working agile.
- Creating an open, respectful and empathetic working atmosphere
- Make sure that events like Sprint Planning, Daily Scrum, Sprint Review and Retrospective are adhered to (I wasn't actively involved in the Daily Scrum, but at the beginning I made sure that everyone was on time and kept the time box).
- The removal of all (technical and non-technical) impediments
- Communicating with the management (no product owner was appointed) and informing about the possibilities of the new mobile SAP and noting down wishes and demands
- Inserting the wishes in the product backlog and discussing these wishes with the development team, who then inserted the items they chose in the sprint backlog.

My role after acquisition by SNP: Product Owner

After the takeover of Hartung Consult, the company structure changed and as a Product Owner I was responsible for several teams at different locations.

So I concentrated more on the communication with the stakeholders and noted their wishes and optimized them as product backlog items including user stories and acceptance criteria.



April 2006 - May 2015 Berlin

Freelance Consultant Web Applications

Tasks:

- Consulting on User Interfaces (UI), User Experience (UX), Customer Experience (CX) & Customer Journey Mapping (CJM). Most of the projects were about e-commerce (online shops).
- Creation of mockups using Axure, Adobe XD, Moqups, Balsamiq
- Optimization of the template in accordance to the rules of "Mobile First"
- Advising customers on the choice of software (Magento, VirtueMart, RedShop, Hika Shop, WPShopGermany) including enhancements (e.g. payment methods, forms)
- Setting up and customizing the system and installation and tailoring extensions
- Optimization of the page according to the standards of Google Page Speed
- Training of customers regarding the handling of the software (backend tour, product creation, purchase and invoice management)
- Extensive tests (sandbox mode) of the site including test purchases
- Introduction to SEO, Social Marketing and E-Law with recommendation of the appropriate experts.



October 2008
December 2012
Guangzhou, China

Product Owner Company
Intranet

Goal:

Installation of an intranet for the Chinese branches of a German company.

Preparation in Germany:

- Research for organizational tools and software
- Choice: Scrum, Atlassian (Confluence, Trello, Bitbucket)
- Typo3 CMS
- Axure prototyping software, Adobe InDesign

Start:

- Composition of the teams
- Introduction to Scrum
- Workshops with the management to achieve an understanding about agile working
- Workshops with the team regarding the Scrum Framework
- Managing and implementing the working environment

Tasks:

- Responsibility for punctual attendance at events
- Support in sprint planning and retrospective.
- Preparation of the retrospective (communication tools and games)
- Removing obstacles and hurdles
- Regular meetings with stakeholders to gain requirements and to manage the product Backlog

April 1988 – June 2004
Switzerland,
United Kingdom, Italy,
France, Germany

Event manager in luxury hotels and restaurants (Michelin & Gault Millau)

Tasks:

- First contact with the organizers (customers)
- Planning and organization of the event
- Regular meetings with the organizers (customers)
- Close cooperation with the departments (e.g. kitchen, housekeeping, F&B management and florist)
- Implementation of the events with the service team
- Discussion with the whole team before the event
- Duty roster for the Service Team
- Regular training of the service staff
- Acquiring new customers
- Measures to retain existing customers
- Budget Management



Education & Training

30.04.2020 - 19.06.2020 Karriere Tutor	Course Digital Transformation
12.2018 - 06.2019 Karriere Tutor	Course Chief Digital Officer
2004 – 2006 L4 Institut Neue Medien (Institute for new media)	Organizer new media & content manager
1986 – 1988 Business College Maastricht	Additional year after Hotel Management School
1982 – 1986 Hotel Management School Maastricht	Bachelor hospitality
1976 – 1982 Bondefanten College Maastricht	Grammar School with small Latinum