Curriculum Vitae

Rob van Linda

Demographics

Name:	van Linda
First name:	Roberto Marcello
Place of birth:	Heerlen (NL)
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Language skills

German:	★★★★★
English:	★★★★★
Dutch:	Native language

Industries

Social affairs, education & research, B2B/ B2C e-commerce, real estate, trade, events, associations & organisations, automotive, business services, wholesale, consulting

Certificates

- Bachelor Hospitality Management
- Organizer new media
- Digital Transformation Management
- Chief Digital Officer
- Digital Business Innovator
- Leadership Coaching
- Professional Scrum Master II
- Professional Scrum Master I
- Professional Scrum Product Owner I
- Media Law
- Marketing Intelligence Manager

Micro Credentials (explanation) ⬀

- Design Thinking
- Design Sprint
- SAFe
- Agile Coach
- Objectives & key Results
- OKR
- Personas
- Copywriting
- Prince 2
- Lean Startup
- User Stores
- Extreme Programming
- User Story Mapping
- Liberating Structures
- Generative AI

Watch my certificates and micro credetials online ⬀

Core competencies

Agiles project management	★★★★★
Requirement management	★★★★★
Backlog Management	★★★★★
User Stories	★★★★★
User Story Mapping	★★★★★
Design Thinking	★★★★★
Digital Buisiness Innovation	★★★★★

04/2023 -today
Agile Coach
Scrum Master

Branche:
Consultation

Team size:
5 teams of 14 persons

Project description

Scrum Master
As Scrum Master in the customer project to accompany and support the team. Optimization of the events, new approach to work on the measures taken during the retrospectives in a more central and focused way with the team.

Agile Coach
As an agile coach, I was responsible with the Scrum Master for optimizing the structures of several teams in different service lines. This involved the distribution of colleagues in the individual interdisciplinary teams, but also the introduction of agility.

Implementation measures

Discussions with the leadership regarding needs, requirements and expectations

- Workshop with all stakeholders regarding the scope of our measures and discussing their vision.
- Regular surveys to learn about the progress of the measures.
- Interviews with individual colleagues to gather information about their views and analyse them with the help of AI
- Write down these requirements as user stories in the backlog. After conducting a workshop on OKR.
- Use the stories as objectives in OKR and create key results based on them, which are discussed with the teams.
- Regular calls with our stakeholders

Tools & Frameworks

Scrum, Coaching, Agiles Projektmanagement, Jira, Confluence, Miro, Lean Startup, OKR, ChatGPT/Bard, Liberating Structures, Extreme Programming

02/2022 – 03/2023

Scrum Master
Agile Coach

Branche:
B2B/B2C E-Commerce

Teamgröße:
2 Teams (total of 12 team members)

Project description

I was tasked with taking over the teams of two Scrum Masters. As my two predecessors had learned Scrum and the role of Scrum Master autodidactically, I also took on the role of Agile Coach.

My tasks

- Coaching workshops for both teams regarding agility and the idea behind Scrum
- Optimization of internal processes outside the teams
- Coaching regarding autonomous working
- Adaptation of the Scrum event calendar (e.g. separation of review and retro event)
- Support with Scrum events
- Coaching regarding estimation & story points
- Further development of Scrum processes
- Support with process optimization
- Supporting the development of templates for Definition of Done Definition of Ready
- Support in the development of the two team manifests

Individual concepts were developed for each team based on requirements and external influences (customer projects).

Tools & Frameworks

Agile project management, Jira, Confluence, Miro, Scrum,

Working Out Loud (for workshops and retrospectives), Extreme

Programming.

04/2022 – 07/2023

Projektleiter
Product Owner
Scrum Master

Branche:
Associations & organisations

Team size: 5

Project description

Project to expand an existing mobile cross-platform app for the exchange between employees and members of a socio-political interest group to include a volunteer area

My tasks

- Requirement Management
- Backlog Management
- User Stories
- Acceptance Requirements
- Stakeholder Management
- Budget responsibility
- Moderation of Scrum events
- Coaching regarding agility
- Requirements management
- Maintenance and further development of agile values, rituals, processes and methods
- Team coaching and individual coaching in workshops
- Team building
- Cooperation with the design agency commissioned by the client regarding UI/UX/accessibility
- Supporting the client's data protection officer with regard to app security

Tools & Frameworks

Scrum, Coaching, Agiles Projektmanagement, Jira, Confluence, Miro

08/2022 - 11/2022	**Project description**

Creation of learning content for a leading learning platform for the following modules of the course:

- Scrum Master
- Produkt Owner
- Agile Coach
- Design Thinking
- Design Sprint

Product Owner

Branche:
Education & Research

Team size: 5

My tasks

- Preparation of infrastructures to present our approach in the first call (Miro, Jira, Confluence)
- Backlog management
- Creation of textbooks on the topics "Agility", "Product Owner", "Design Thinking", "Design Sprint"
- Testing for plagiarism
- Check reading time for the WBS (web-based training)

Tools & Frameworks

Adobe Photoshop, Agiles Projektmanagement, Confluence, Jira, Trello, Scrumban, Miro, Microsoft Office, Plagaware

07/2022 - 08/2022

Product Manager (SAFe)

Branche:
Automotive industry

Team size: 6

Project description

Development of a backend and integration of LogPay in order to implement the refueling service with two payment methods in an app in the first step.

My tasks

- Prioritization
- User stories
- Acceptance Requirements
- Story Mapping
- strategic planning
- Iteration planning
- Participation in reviews and planning
- Creation of personas
- Creating empathy maps
- Creating customer journey maps
- Maintenance of the team backlog

Tools & Frameworks

Jira, Confluence, Design Thinking, Personas, Scaled Agile

Framework (SAFe), Scrum, Empathy Map, Value Proposition

Canvas, Business Model Canvas

09/2020 - 03/2022

Agile Coach
Product Owner
Scrum Master

Branche:
Business Service

Team size:
Three teams with nine
members each

Project description

Project to further develop a certification platform with the aim of merging the results from six development teams into one user interface. Synchronization of the teams Team building. Introduction of SAFe.

My tasks

- Supporting requirements management and coordinating stakeholders
- Maintenance and further development of agile rituals, processes and methods, workshops on the Scaled Agile Framework (SAFe)
- Coaching workshops with the three teams & individual coaching
- Communicating the agile mindset and Scrum values
- Organization, preparation, implementation and moderation of Scrum meetings

Tools & Frameworks

Agile project management, Confluence, Jira, Miro, Microsoft

Office, Scaled Agile Framework (SAFe), Scrum

02/2019 - 08/2020

Product Owner

Branche:
Real estate

Team size: 12

Project description

The development of an app for property managers/owners and an app for tenants that could be used to report services such as damage so that repairs could be ordered. In addition, a new feature was developed in the form of a platform where tenants could exchange information.

My tasks

- Requirements management and stakeholder coordination
- Release, test and budget management
- Conflict management project teams
- Data analysis based on end-user feedback on the user experience based on the user interface
- Analysis of functions in the user area and removal of underutilized functions
- Regular meetings with design team
- Coordinate and mediate communication between development and design team
- Obtaining feedback through online surveys and face-to-face interviews of end users regarding usability (user experience)

Tools & Frameworks

Agile project management, Scrum, Confluence Jira, Miro, Microsoft Office

04/2015 - 12/2019

Product Owner
Scrum Master

Branche:
Business Service

Team size: 10

Project description

When SAP launched the new framework that enables work on mobile devices, the company where I worked asked me to discuss this topic and develop a mockup for internal use.

My Tasks

- Work with admins to create accounts for SAP UI Cloud, Jira & Confluence and Eclipse, Cloud Connector & SAP Web IDE Personal Edition
- Working with management to develop options for an internal Fiori Launchpad
- Maintaining and prioritizing the product backlog for the sprint backlog
- Training on the Agile Manifesto and Scrum as well as Jira and Confluence
- Organization and moderation of planning & reviews in collaboration with the Scrum Master
- Monitoring the Scrum metrics (burn-down chart/velocity)
- Composition of the team

Tools & Frameworks

Confluence, agile project management, Jira, Kanban, Miro,

Scrum, Microsoft Office, Eclipse, SAP UI Cloud, Cloud Connector,

SAP Web IDE Personal Edition

03/2006 - 09/2015

Interim Project lead

Branche:
SME

Freelance

Project description

As a freelance project manager, I have worked with clients from the SME sector in terms of websites, web shops in terms of usability (UX) design (UI) and data protection

My Tasks

- Initial consultations on basic requirements for the use case
- Consultancy on user interfaces (UI), user experience (UX), Customer Experience (CX) & Customer Journey mapping (CJM)
- Advice on software selection (Magento, VirtueMart, RedShop, Hika Shop, WPShopGermany)
- Training for the customers in the use of the softwar (backend tour, product creation, purchasing and invoice management)
- Comprehensive testing (sandbox mode) of the website including test purchases
- Channelling customer requirements and communication with development teams and service providers (UI/UX designer, developer, data protection officer)
- Coaching and training for SEO, social marketing and first introduction to media law

Tools & frameworks

- Project management
- Search engine optimization
- A/B tests
- Adobe Photoshop

03/2008 - 09/2012

Project lead

Branche:
wholesale trade

Team size: 15

Project description

My task was to design an intranet site for a global company in Guangzhou (CN) and to develop it with my international and intercultural team. The features included an area where events and other announcements could be viewed, an internal social platform and a shop for employees.

During my research on the organisation, I discovered the topic of Scrum and implemented it

My Tasks

- Composition of the team
- Introduction of agility & Scrum
- Setting up the digital infrastructure
- Team building
- Regular meetings with internal stakeholders regarding requirements
- Backlog management
- User stories based on the requirements regarding features

Tools & frameworks
Agile project management, Scrum, Jira