



PROFESSIONAL SUMMARY

Strategic Transformation Leader | AI & Agile Expert | Digital Innovation

Globally experienced transformation leader with a background in hospitality, AI-driven project management, and agile methodologies. Having worked in **Switzerland, France, Italy, the UK, Germany, and China (Guangzhou)**, I bring a deep understanding of cross-cultural collaboration, innovation, and strategic execution. Transitioning from **high-end hospitality & event management** to **leading AI-driven digital transformation projects**, I leverage my expertise in **agility, strategic leadership, and AI-powered decision-making** to drive measurable results in complex environments.

CORE COMPETENCIES

- Agile & Hybrid Project Management (Scrum, SAFe, Waterfall)
- Digital Transformation & AI-Driven Innovation
- Strategic Change & Leadership for AI Transformation
- Cross-Functional Leadership & Team Coaching
- Data-Driven Decision Making (KPIs, OKRs, Predictability Metrics)
- Customer Journey & User Experience Design
- Global & Intercultural Business Expertise

PROFESSIONAL EXPERIENCE

Strategic Technical Project Manager | Agile Coach (Independent Consulting)

2021 - 2023

Key Achievements:

- Led interdisciplinary teams to develop SaaS & AI-driven solutions, aligning engineering and product management.
- Conducted AI-assisted analysis of **40+ stakeholder interviews**, deriving actionable insights for organizational change.
- Optimized KPIs for **velocity, predictability, and cycle time**, ensuring resource-efficient project execution.
- Implemented OKRs for strategic alignment, boosting transparency and accountability across teams.
- **Faced resistance from management in explaining OKRs and their role in restructuring.** Used **ChatGPT as a support tool** to develop Objectives and Key Results, which led to skepticism and the perception that I was "crazy" for using AI in strategic planning—only to see later acceptance as the results became evident.

Project Manager / Product Owner / Scrum Master (Socio-Political Interest Organization)



2019 - 2021

Key Achievements:

- Managed the development of a secure, accessible mobile app, integrating UX best practices.
- Introduced **Jira, Confluence & Miro** to streamline project tracking and team collaboration.
- Implemented **data-driven budgeting & tracking**, leveraging AI to optimize cost efficiency.

Project Lead – Agile Course Creation

2018 - 2019

Key Achievements:

- Designed and authored a full Agile Project Management course, covering **Scrum, Agile Culture, PO & SM roles, Design Thinking & Sprints**.
- Ensured content originality via rigorous plagiarism checks.
- Provided real-world agile insights based on hands-on experience.

Agile Coach & Scrum Master – SaaS Platform Development

2017 - 2018

Key Achievements:

- Served as **Scrum Master for 4 Teams**: Trained teams in agile best practices and facilitated ceremonies.
- Led workshops for management, **established company-wide agile strategy**, and introduced OKRs in Jira.

Release Train Engineer (RTE) – Enterprise Software Development

2016 - 2017

Key Achievements:

- Facilitated Agile Release Train (ART) events and coached teams in **SAFe methodologies** while merging **8 teams into 2 Agile Release Trains**.
- Optimized cross-team collaboration and managed dependencies across engineering, product, and business.

Market & Trend Analyst – Commerce & Digital Innovation

2015 - 2016

Key Achievements:

- Analyzed European e-commerce trends, identifying gaps in **livestream commerce & multi-vendor platforms**.



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- Explored Alibaba's New Retail Model, driving insights for **seamless online-to-offline experiences**.

Event Manager – Luxury Hotels & Fine Dining (Switzerland, France, Italy, UK, Germany)

2010 - 2015

Key Achievements:

- Managed **high-budget events (€50k+)**, ensuring seamless coordination across all stakeholders.
- Applied **Requirements Engineering principles**, defining needs and translating them into action plans.
- Optimized **customer experience & service flows**, aligning operational teams for high-end event execution.

CERTIFICATIONS & MICRO-CREDENTIALS

Agile & Project Management:

- Certified **Scrum Master I & II, Scrum Product Owner I, Agile Coach, SAFe Agilist**
- Prince2, OKR, Lean Startup, Extreme Programming (XP)

Digital Transformation & AI:

- **Digital Transformation Manager, Chief Digital Officer**
- **AI for Leaders, Change Management for AI, Prompt Engineering**
- **OpenAI GPTs: Custom AI Assistants, Trustworthy Generative AI**

Innovation & Design Thinking:

- **Design Thinking (w/ ChatGPT), User Story Mapping**
- **Value Proposition Canvas, Empathy Mapping**

TECHNICAL SKILLS

- **Project Management Tools:** Jira, Confluence, Miro (incl. AI workflows), Trello, Asana
- **AI & Data Tools:** ChatGPT, Claude, Perplexity, DeepSeek, Mistral
- **Prototyping & Design Tools:** Adobe XD, Miro (wireframing & UI/UX prototyping)
- **Languages:** Dutch (Native), English (Fluent), German (Fluent)

EDUCATION

Bachelor's Degree in Hospitality Management

EHL Hospitality Business School | 2010



CONTINUING EDUCATION

Vanderbilt University (via Coursera Platform)

- **Advanced Agentic AI Systems and Applications (In Progress)**
- Completed: **AI Ethics and Governance in Digital Transformation, Generative AI for Leaders, Change Management for Generative AI, Prompt Engineering for ChatGPT, Trustworthy Generative AI, OpenAI GPTs: Creating Your Own Custom AI Assistants, AI for Project Managers and Scrum Masters, Generative AI Cybersecurity & Privacy for Leaders**

ADDITIONAL ACHIEVEMENTS

- Integrated **AI-powered tools (ChatGPT, Miro AI)** to enhance decision-making & project efficiency.
- Developed **data-driven frameworks** (e.g., AI-based team performance analysis from 40+ interviews).
- Recognized for **leading & motivating high-performing, cross-functional teams** through agile methodologies.

[Explore my insights on AI, Agile, and Digital Transformation](#)