Mag. Andrija Arapovic
Agile Heart

Agile Coach/Scrum Master

Advanced CSM, CSPO,
LeSS Practitioner,
Scrum@Scale, Kanban Professional,
Open Space Agility

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Brief profile

Creativity paired with business thinking is something typical of both my professional and also academical career. During the business administration studies (Vienna University of Economics and Business) and also Digital Art (University of Applied Arts, Vienna) I was working in TV advertisement, movies and on online projects, since 1998.

Over time web development has become my main focus. That is how I became a co-founder of a startup in Vienna, 2008-2012. In the meanwhile, and also afterwards, i was involved in several big projects, in the roles of project manager, team lead, product manager, product owner. The continuous development of complex online projects has finally led me to the discovery of agile skills, which I live up to, as a **convinced agilist**. When coaching others on their **agile way**, my lengthy experience from many different roles and projects comes in handy.

Typical for my actions is a pragmatical approach while being focused towards achieving the goal. It comes together with an infectious optimism and leadership quality to pick up others, to include them on our collective journey, which qualifies me as an "servant leader".

Resume

1998 - 2005	University of applied Arts, Vienna. Department for "Digital Arts", graduated 2005
1995 - 1998	Studies of Business Administration at Vienna University of Economics and Business
1992 - 1995	Secondary School BORG 3, Vienna, graduated 1995
1992	Moved together with the family to Austria
1976	born in Yugoslavia (24.09.1976)

Agile Coaching and Consulting

wealthpilot.de (Independent startup, 30-50 people) Munich, Graz 10.2019 - current

Agile Coach for Dev and PO. Support for organisational transformation and for CPO, Scrum Master

Wealthpilot is a young aspiring startup providing SaaS in FinTech. It is undergoing a strong and fast growth. Many changes have happened in a short period of time: rapid growth of the company, frequent swapping of the roles have created many gaps within the company.

My role is to support the organisational transformation, through agile leadership, coaching and also daily scrum master work with two development teams. More precisely, my job is to support the setup of 2 development teams in 2 different locations and one sales team. I provide agile coaching for the dev teams as well as tight coaching for 2 new product owners. Further I support the sales team in facilitation of scrum retrospectives.

Further, I support the Chief Product Owner in the matters of company vision, product vision and road map.

The overall aim is to set up agile culture across the whole company and empower self organised teams.

Brainloop AG (Diligent, USA) Munich 09.2019 - 10.2019

Scrum Master for DevOps Team, Agile Coach and Agile Transformation

Brainloop is a mature startup with approximately 200 employees in Munich, Germany and Vienna, Austria. It is a part of Diligent Group (USA).

DevOps approach is being introduced in the engineering department. The start is with a team of 10 members. My task is the agile coaching and daily work with the team as a scrum master. The work includes collaboration with approximately 10 stakeholders outside the team.

Further, the organisation is in the need of agile transformation and scaling framework. Currently 7 development and operations teams are working in scrum, in such way, that the company itself states: "we work in scrum, but not in agile manner". The current way of work, without scaling framework, is highly inefficient.

Product Management / Product Ownership does not have clear vision and goals. Deadlines are set outside. The communication between management and development is not smooth. Areas of responsibility are not clear. Due to inter-dependencies, and without proper synchronisation the planning turns out to be unstable.

In this environment my task was on the two levels: to support the DevOps team in developing agile mindset and implementing scrum and on strategical level consulting the management in the matters of transformation towards an agile organisation.

IT ERGO (Europäische Reiseversicherung, Munich RE) Munich 07.2019 - 08.2019

Scrum Master, Agile Coach (Work with one dysfunctional backend team and introduction of agile work to 4 infrastructure teams)

ITERGO is the IT department of well known german insurance "Europäische Reiseversicherung" (=European Travel insurance). It counts 1.700 employees in IT. The company is part of Munich RE Group which counts over 40.000 employees.

The main assignment is the facilitation of scrum master role within one backend team and in addition, the second task was the preparation of the agile transformation of the infrastructure teams (approximately 20 developers). The backend team consisted of 13 members (13 Dev/PO/BA, 3 stakeholders) and it was, due to several reasons, a dysfunctional team. In the infrastructure team my assignment was to consult the management (department leader, head of IT, project manager) and tech leads from 4 teams to define the scope of agile transformation which was to be started at a later moment.

I have advised the organisation in the matter of "Agile transformation", on several levels (IT management, demand management, introduction of agile leadership) which is currently being considered within the company.

Cyber-solutions (Burda Group) Munich 03.2018-03.2019

Agile Coaching, Scrum Master Facilitation, Scaling

Cyber Solutions is a spin off company of well known german electronis retailer (both online and offliine) **cyberport.de**. he development department in Munich has been spinned out of Cyberport and is now an independent service provider (e-commerce solutions provider). Cyberport (the mother company) is now one of the customers. Here I was in charge of implementing scrum in development and surrounding business departments (UI/UX, purchase, marketing, accounting, support). The development was done in Adobe Experience Manager and SAP Hybris. As a scrum master I was part of one development team, working closely with DevOps team. I have supported building up a new team, distributed team in Munich and Cluj (Romania), working on micro services, big data analysis and artificial intelligence. I was coaching the whole team: 2 developers, 1 solution architect, 1 product owner, 1 business intelligence specialist.

Over this time I have coached 5 new developers, 2 new POs, 2 testing managers, 2 QA managers, 1 new business analyst, 5 new business stakeholders

Further focus was the inclusion and coaching of the stakeholders in speed improvements (loading time improvements), SEO and mobile app.

Scaling:

Based on LeSS-approach (Large Scale Scrum) we have synchronised several teams: agile development team with the non-agile teams (DevOps and SAP team) in achieving mutual release management. We have created a mutual workflow, reciprocal impediments have been identified and cleared out.

The goals were to shorten the release cycles and to reduce the frequency of hotfixes. The hotfixes were reduced from 5 per sprint to 0. The release time was shortened from average 3,5 weeks to 2,5 weeks

Further I was supporting the newly designed Head of IT in his onboarding and getting started.

Kanban: The development team was also responsible for 3rd level support. For this work we have used Kanban **next** to Scrum. The work time was balanced at 80/20 between feature development and support

Cyberport.de (Burda Group) Munich, Dresden, 01.2016-02.2018

Ramp Up Phase: Scrum implementation, scrum coachings für approximately 30 developers, who had limited or no scrum experience. 3 QA, 1 product owner, 5 business analysts, approximately 6-8 stakeholders (management, requester from different business departments, UX/UI specialists).

Intensive coaching and daily guidance of the product owner, together with business analyst team, close cooperation and regular synching within the PO/BA team, frequent synching with technical architects (they were also representatives of single technology guilds). Main focus: road map, estimation of the epics, definition of ready, definition of done, release planung, MVP definition, risk management, workflow adaptations

The goal was to create a release plan and a road map for a project with a span of over 3.000 working days and to complete the relaunch

Post Go-Live Phase: Agile transformation of further parts of the organisation: The stakeholders from several business units (Marketing, SAP, UX/UI, purchase, customer support, IT support) have been gathered, through representatives, in an agile "Demand Management Board". It included up to 25 representatives. The roadmap and priorization was undertaken by a 6 people "steering committee".

Approximately 25 stakeholders have been coached in scrum and agility. Further, the focus was on backlog management and creation of user stories. I have strongly supported the steering committee in the creation of the road map and continuous priorisation.

Ubimet, Wien 2014 - 2015

Product Owner

Gestartet

With UBIMET.com I started as a Product Manager for all their B2C portals in Austria, Germany and Switzerland. The portfolio included 2 meteorological portals, which rank among top 20 traffic strongest networks in Austria. The portals had many versions: 3 country versions, desktop and mobile and also included native iOS and Android apps. I was a forerunner for scrum, as it was me who has started working in scrum, together with the external development company.

The goal of my engagement was to develop a **product vision** and a **road map**, aligned with company vision and goals.

First task was to clean up the confusing backlog I was given over and to clean up the technical debt which was heavily affecting the portals and the apps. Scrum approach was very helpful here.

Projects

Freelance, andrija.com since 2017
Freelancing as Agile Coach/Scrum Master, together with one employee, a business analyst, engaged with cyberport.de. Supporting several development teams and product owner, the stakeholders and also supporting the agile transformation of the organisation.

ecx.io (an IBM Company), Vienna 2016
Scrum Master with ecx.io (an IBM Company). Engagement in a MVP project in e-commerce. Local and remote teams, up to 30 developers, 5 business analysts, 15 stakeholders

Ubimet, Vienna 2014 - 2015
Product manager with UBIMET.com (Product Owner), responsible for a network of websites, among top 20 Austrian networks (Top 20 with "wetter.tv Netzwerk" in ÖWA, 90 Mio PV im Jahr). Strategic planning, development in scrum, market and performance analysis, testing and user support

Improove GmbH, Vienna 2014
Engagement manager (SEO project manager) with Improove GesmbH: Team lead and continuous development of customers' SEO (most customers were among the most popular websites in Austria), responsible for successful development, budget responsibility for the team, for upselling and accounting of teams' customers

Russ Media, Vienna 2012 - 2013
Traffic manager with Russ Media – austria.com/plus, responsible for the Ad Delivery system and Ad Delivery operations for one of the traffic strongest Network in Austria (network of regional news portals). Technical development through monitoring and analytics. Quality assurance, standards definition. Continuous reporting. Main focus was continuous improvement of the ads visibility (300 million ads impressions per month, "Austriacom Portale" in ÖWA)

Balkan Fever (Music-Festival), Vienna 2011 – 2012
Co-Organiser of a music festival "Balkan Fever 2012" in Vienna. Responsible for the organisation, the creation of the web site, mobile app, and partly for social media, sponsoring, funding, booking balkanfever.at/

Funworld, Schörfling (Upper Austria) 2009 - 2010
Product Manager with funworld AG, responsible for the gaming operator funwin.com and also engaged as a business development manager for www.funwinpoker.com (online und landbased poker operations) in the region of Balkan

Bonusgenius.com (Startup), Vienna 2008 - 2012
Co-worker and co-founder of www.bonusgenius.com - an online poker affiliate. Responsible for web development, day-to-day business, since 2010 sole founder.

Netbase, Vienna 2008
Engagement with the "Institute for New Culture-Technologies", building a digitalen video archive, for both internal and external usage. www.t0.or.at   www.netbase.org/t0/

Preminger & Werbeagentur, Vienna 2007 - 2008

Freelance production lead with advertisement agency "Preminger & Werbeagentur" www.preminger.at

Propeller Film, Vienna 2004 - 2006

Freelance collaboration with "Propeller Filmproduktion" www.propeller.at (now offline) Production of TV ads, post production, assistant producer, assistant director

Freelance work, Vienna 2001 - 2012

Collaboration with various ad agencies and production companies. Undertaking contract work in the fields of video production (concept, production, camera, editing, post production) and web development (consulting, design, layout, graphics, HTML/CSS, CMS)

Metz Video Production (corporate film), Vienna 1999 - 2001

camera, assistant camera, video editing www.metz.at

Certified Trainings attended

Last Renewal	Training Name	Certification Provider
2019	Certified Scrum Product Owner	IT-Agile / Roman Pichler, Munich
2019	Scrum@Scale	Jeff Sutherland, (Scrum Inc), New York
2019	KMP II (Kanban Management Professional)	IT-Agile, Munich
2019	KMP I (Kanban Management Professional)	mpirics, Vienna
2019	Advanced Certified Scrum Master	Super Heros Academy (CAN), Online
2018	Certified Open Space Agility Level 1	Open Space Agility Inc (USA), Berlin
2018	Certified LeSS Practitioner	Jürgen De Smet (Belgium), Zagreb
2018	Certified LeSS Basic	JIPP.at, Graz
2016	Certified Scrum Master	Objectbay / mpirics, Vienna
2007	Project Management in the field of arts production	Team 4, Vienna

Skills

Hard Skills:

Agile Coaching, Scrum Coaching, Kanban Coaching, Scrum Scaling, Agile Transformation, Agent of Change, Agile Mind Set, Servant Leader, Backlog Management Coaching, User Story Coaching, User Story Mapping, Road Map, JIRA Administration, JIRA Workflows administration and creation

Soft Skills:

Motivating, enthusiastic, communicative, time- and resource-conscious engagement, stress-resistant, deescalating communication, active listening

Languages

German - education language, at native-level
Englisch - fluent, spoken and written
Serbian and Croatian - mother tongue

Software

Programming Languages:

HTML/XHTML, CSS, PHP basic Skills.
Deep knowledge of CMS: Joomla, Textpattern, Wordpress

Adobe:

Photoshop, Dreamweaver, AfterEffects, Premiere, GoLive, Illustrator, InDesign

Apple Creative Pro:

Final Cut, Motion, DVD Studio, Aperture

Others:

Combustion, Cinema 4D

Workshops, Conferences, Volunteering

Year	Title	Provider
2019-09	"LeSS Conference" (Large Scale Scrum) www.less.works	Munich, Deutschland
seit 2019-07	Continuous Coaching and Mentoring by an CEC (Certified Enterprise Coach)	Brock Argue (Certified Enterprise Coach). Member of the Scrum Alliance CEC Jury
2019-06	Conference "Agile Austria"	Graz, Austria
seit 2019-02	Continuous business coaching (communication coaching, stress management, leadership)	Executive coach Barbara Ott, Weilheim (Bavaria)
2018-10	Conference "Manage Agile"	Berlin, Germany
2018-06	Conference "Agile Austria"	Graz, Austria
2018-03	Workshop "Understand People to manage agile"	Ulrike Mezer (Munich)
2018-03	Conference "Agile Digitale Transformation"	Munich
2018-03	Workshop "Agile Scaling", Overview of all major agile scaling frameworks	Björn Schotte , Mayflower (Munich)
2017-10	Volontary member of "Bosnia Agile" association	Sarajevo, Bosnia and Herzegovina
2017-10	Conference "Bosnia Agile Day"	Sarajevo, Bosnia and Herzegovina
2017-06	Workshop "Heart of Agile"	Alistair Cockburn (Co-Author of the Agilen Manifesto). Graz, Austria
2017-06	Conference "Agile Austria"	Graz, Austria

CSPO: Certified Scrum Product Owner

mit Roman Pichler

ScrumAlliance®
Transforming the World of Work

Andrija Arapovic, MA

is awarded the designation
Certified Scrum Product Owner® on this day,
July 05, 2019, for completing the prescribed requirements
for this certification and is hereby entitled to all privileges
and benefits offered by SCRUM ALLIANCE®.

CSPO
CERTIFIED

Certificant ID: 000531727 Certification Expires: 05 July 2021

Certified Scrum Trainer®

Chairman of the Board

Scrum@Scale Training

mit Jeff Sutherland, Gründer von **scrum**

Scrum@Scale Zertifizierung

Skalierungs-Framework, Scrum of Scrums

Advanced Scrum Master Zertifizierung

LeanKanban
UNIVERSITY

Certificate of Completion

KMP Foundation I - Training: Kanban einführen und anwenden

KMP Foundation I
LeanKanban University Certified Kanban Training Program

Andrija Arapovic

has completed KMP Foundation I - Training: Kanban einführen und anwenden, a class that meets the accredited curriculum requirements for a Kanban KMP Foundation I training class. The class was delivered by Martin Hoppacher, AKT for mpirics consulting gmbh.

Hotel Rainers, Gudrunstraße 184, Wien, Austria

March 19, 2019 to March 20, 2019

Martin Hoppacher

mpirics

edu.LeanKanban.com

Kanban Management Professional I

Kanban Management Professional II

LeanKanban
UNIVERSITY

Certificate of Completion

Kanban Management Professional 2 (KMP II) - Flow optimieren

KMP Foundation II
LeanKanban University Certified Kanban Training Program

Andrija Arapovic

has completed Kanban Management Professional 2 (KMP II) - Flow optimieren, a class that meets the accredited curriculum requirements for a Kanban KMP Foundation II training class. The class was delivered by Sebastian Keller, AKT for it-agile GmbH.

it-agile München, München, Germany

March 27, 2019 to March 28, 2019

Sebastian Keller

it-agile

edu.LeanKanban.com

LeSS Practitioner Zertifizierung

Large Scale Scrum

LeSS

More with LeSS

This is to certify that

Andrija Arapovic

by completing the qualifications,
is granted the Certified LeSS Practitioner designation

on _2018-09-01_ , and expiring on _2020-09-01_

CERTIFIED
LeSS
PRACTITIONER
★

Bas Vodde

Bas Vodde
Director

LeSS Basic Zertifizierung

Large Scale Scrum

More with LeSS

This is to certify that

Andrija Arapovic

by completing the qualifications,
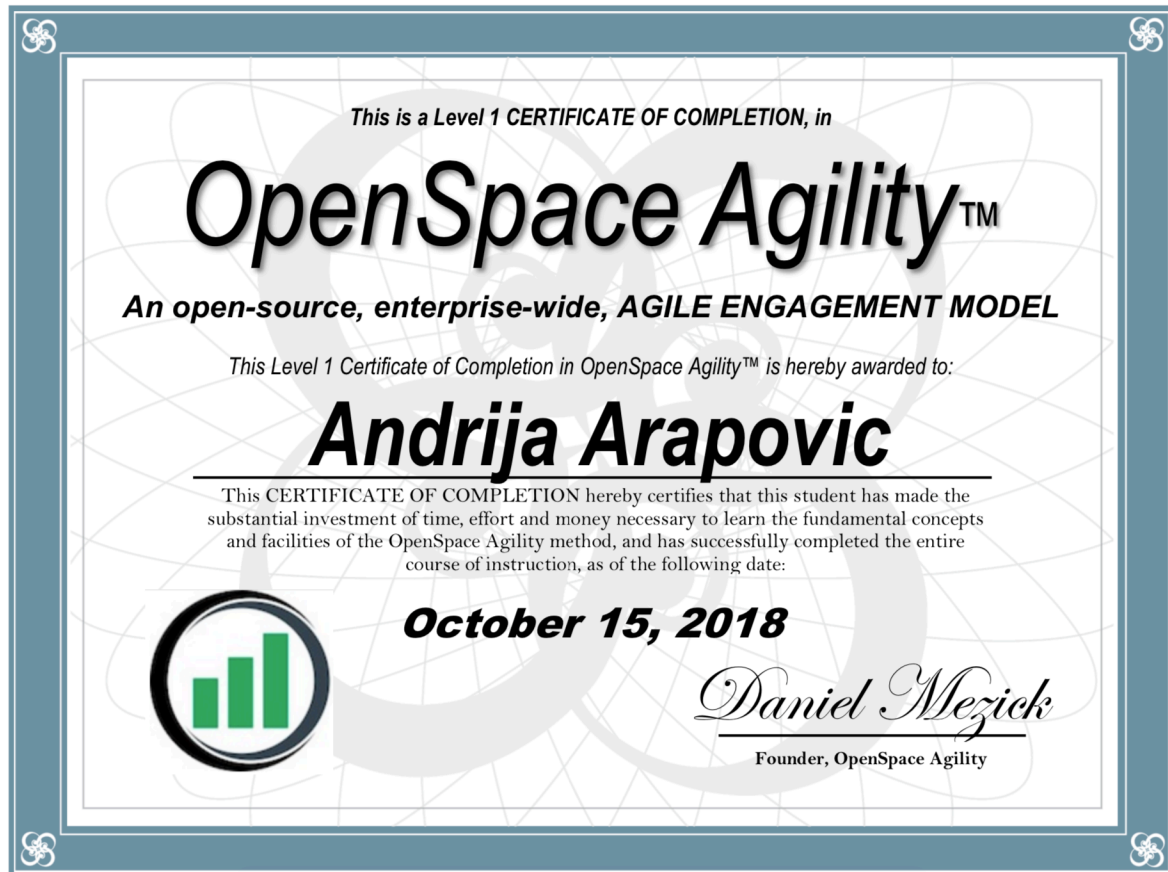is granted the Certified LeSS Basics designation

on _2018-05-16_

CERTIFIED LeSS BASICS

Bas Vodde

Bas Vodde
Director

OSA: Open Space Agility

Framework als Vorlage für agile Transformation der Organisation

This is a Level 1 CERTIFICATE OF COMPLETION, in

OpenSpace Agility™

An open-source, enterprise-wide, AGILE ENGAGEMENT MODEL

This Level 1 Certificate of Completion in OpenSpace Agility™ is hereby awarded to:

Andrija Arapovic

This CERTIFICATE OF COMPLETION hereby certifies that this student has made the substantial investment of time, effort and money necessary to learn the fundamental concepts and facilities of the OpenSpace Agility method, and has successfully completed the entire course of instruction, as of the following date:

October 15, 2018

Daniel Mezick

Founder, OpenSpace Agility

Scrum Master Zertifizierung

ScrumAlliance®
Transforming the World of Work

Andrija Arapovic, MA

is awarded the designation Certified ScrumMaster® on
this day, May 11, 2016, for completing the prescribed
requirements for this certification and is hereby entitled
to all privileges and benefits offered by
SCRUM ALLIANCE®.

Certificant ID: 000531727 Certification Expires: 12 April 2021

Daniel Haslinger
Certified Scrum Trainer®

Chairman of the Board