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|  | Christian van Woerkom  Netherlands • +31 6 11 79 59 51 • [chrizvw@live.com](mailto:chrizvw@live.com) www.linkedin.com/in/christianvanwoerkom  Personal Details:  date of birth • place of birth • nationality  Male • civil status | *Photo*  *Goes*  *Here* |

**Agile Coach**

Results-focused and award-winning innovator with a record of success collaborating with cross-functional teams, enhancing enterprise-wide performance and development quality. Adapt in developing and leading teams to facilitate Agile transformation with proven ability to guide and coach diverse teams through integration of Agile methods, mindsets, and best practices. Proficient at creating and driving innovative solutions for complex projects, able to forge strong working relationships with key stakeholders and internal team members to promote cohesion and enhance capacity. Creative problem solver with a blend of strategic communications and marketing project management experience coupled with a drive towards execution and delivery. ***Proven expertise in:***

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| * Lean/Agile Methodologies * Client Collaboration * Marketing Automation Platforms * Scrum / Kanban Adoption | * Continuous Process Improvement * Mentoring & Facilitation * Business/Change Management * Spotify Model Adaptation |

**Professional Experience**

WORTELL 2019 to Present

**Master of Agile Ceremonies and Product Development**

*Lead new product design team as Agile practice leader, ensuring achievement of highest possible business impact with the lowest possible effort and output.*

Further Agile understanding in the organization through training and mentoring leadership and delivery teams on Lean/Agile methodologies; coach, challenge and inspire top-down and bottom-up initiatives, mentoring product delivery and supporting teams for developing a shared Agile Way of Working (Spotify model adaptation). Lead various technical operations, such as managing Value streams, Customer journey mapping, Contextual Inquiry, campaign A/B testing, and experiments with outcome-oriented marketing KPIs to drive new customer thinking. Deliver expert guidance to employees in successful integration of innovation into day-to-day team work together with Business Models inc’s to design a better business approach.

* **Liaised with key stakeholders** and LT to **develop blueprint for an iterative robust, learning cycle** to measure Wortell’s transformation from an **IT system integration project company** to a **Cloud product company**
* **Facilitated successful creation of growth pillars** for new Marketing Growth System as a servant-leader to marketing team in growth-hacking initiatives.

MICROSOFT NETHERLANDS 2007 to 2019

**Agile Coach (One Commercial Partner division),** 2018 to 2019

*Provided support to multi-disciplinary non-technical teams using servant-leadership style, leading by example to push towards goals.*

Built community for sharing and learning among 20 practitioners to scale the Scrum / Kanban adoption efforts, embracing principles of lean and agile development. Played a consultative role to assist middle management teams in aligning people, processes, and tools to grow as LT for optimizing efficiencies by setting targets and creating a framework for a shared understanding of relativity of managers goals. Strived to improve the Agile capability for Non-Technical teams by leading other Microsoft agilists to foster Agile/Scrum knowledge and tools across the organisation. Empowered employees with the ability to ‘work smart’ by adopting Agile best practices as individual and as change agent for their team.

***Key Contributions:***

* **Trained and mentored 200+ employees** on the value of shared goal, the virtue of iterative planning, and continues improvement in abilities to **deliver on team deliverables.**
* **Coached and led** product owners, agile teams, and individuals toward stable velocity, clarity, energy, and **increased accountability**, **successfully meeting commitments/target dates** and a healthy team dynamic.
* **Received Microsoft Worldwide team award** for **driving innovation & scaled practices** in The Netherlands.

**Senior Audience Marketing Manager (Developer & ITPRO experience),** 2010 to 2017

Held responsibility for Technical Audience relationship in the largest ‘Developed Country’ in the Western European team of 11.

Enhanced customer satisfaction, adoption and usage of online and offline Microsoft platform and products by devising and implementing persuasive engagement strategies. Secured big time-to-market advantage by driving innovation in audience experiences through partnerships with Open Source companies and community influencers to amplify reach, increase awareness, and adoption. Joined forces with global and area marketing leadership, marketing operations, and local sales teams with the aim to deliver campaigns, narratives, messages, and tactics. Assisted in the creation and delivery of sales enablement engagements in ITI and Developers targeted accounts for in-person engagement.

***Key Contributions:***

* **Elevated marketing effectiveness to Enterprise customers exponentially** through research, analysis, and implementation of integral marketing program performance (ROI), product perceptions (likelihood to recommend), Microsoft customer satisfaction (NSAT), and audience segmentation.
* Owned P&L responsibility for 50+ small to large Microsoft events**, increasing 1.100 to 2.400 paying attendees** and **budget from $600K to $1.6M** paid for by attendees and sponsors for Techdays; realization of launch event of Windows 7 in the Netherlands with Steve Ballmer as keynote speaker.
* **Championed marketing automation platforms** such Marketo, execution of local marketing engines, and the **development of nurturing programs at Microsoft.**
* Led by example: **Instrumental in successful transformation** of Microsoft’s scorecard driven approach to be nibble and customer focused through **coaching senior level managers** on ideas toward measurable outcomes besides USD$.

**Senior Marketing Project Manager,** 2009 to 2010

*Commandeered the M&O’s project management team for three different segments and audiences and drafted go-to-market plans with an optimal mix of marketing vehicles.*

Allocated resources and budget and oversaw timely execution of plan.

***Key Contributions:***

* **Led high impact projects, events, and campaigns** from initiation to delivery: product launch events, local extension of World Partner Conference, and Techdays, as well as standard marketing campaigns via CMO v-team.
* **Redesigned the metrics of CMO v-team’s transformation** to a standard Project management operation.
* **Implemented default approaches for planning and scoping CMO projects**, introducing RASCI to standardize CMO planning and scoping for project execution over the full breadth of marketing vehicles.
* **Transitioned Techdays’ P&L to vendor**, keeping a **definitive vote in the event quality and demand generation** as member of the negotiation team.

*Additional Experience as* ***Marketing Execution Manager*** *at* ***Microsoft Netherlands****,* ***Marketing & Communication Manager*** *at* ***CRUDEN B.V****.,* ***Marketing Project Manager*** *at* ***HOLLANDSTAR B.V****.,* ***Market Development Program Manager*** *at* ***HEWLETT PACKARD NETHERLANDS****, and* ***New Media project Manager*** *at* ***THIEME MEULENHOFF****.*

**Education and Certification**

**Master of Uncertainty, Business Model Inc.**

Business Models Inc – Amsterdam

**Certified Scrum Master**, scrum.org

**Strategic Marketing @ Microsoft**

Kellogg school of Marketing – Illinois, USA

**Bachelors in Human Resource Management**

Hogeschool van Amsterdam – Netherlands