

Thomas Hoffmann

Agile Coach, Product Delivery Teams

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EXPERIENCE

STAFF AGILE COACH

Signal Group

03/2024 - today London

- Developing product roadmaps in alignment with organisational goals.
- Coaching the product management team on backlog management and product discovery to maximise organisational value.
- Leading change management across the customer-centric platform.
- Developed a tailored Product Life Cycle Framework with high adoption across teams to enhance the organisation's digital strategy.
- Implemented and manages metrics (DORA, Kanban) to monitor data for continuous improvements in performance and engagement.
- Facilitated Stakeholder meetings for planning and service delivery, driving iterative product development.
- Introduced Agile methodologies to support requirement design, estimations and stakeholder engagement.
- Analysis and Design of UX Prototyping with AI support (V0, Cursor) enhance user adoption for products.
- Prioritisation of digital initiatives in alignment with customer feedback.

PRINCIPAL CONSULTANT, ENTERPRISE TRANSFORMATION

Contino

10/2021 - 12/2023 London

- Leading change initiatives in adherence to Agile and Lean practices.
- Facilitated stakeholder and team collaboration based on objectives and measurable key results.
- Developed strategic roadmaps in adherence to organisational goals.
- Coaching Leadership Teams embracing Agile Mindset.
- Leading business teams to identify value and shape scope.
- Helped teams build a culture of trust for a learning organisation.
- Supported project-to-product strategies and Value Stream optimisation.
- Moderated product discovery and requirements workshops.
- Introduced Agile methodologies for teams and built team capabilities for fast flow based on DevOps culture principles.
- Managed delivery metrics, resulting in continuous improvements.

SUMMARY

Thomas is a highly experienced Lean and Agile Practitioner with solid experience working in scaled environments with a range of frameworks across industries and public services. Initially from a technical background, he embraced the Agile Mindset to help teams achieve high performance and to deliver customer-centric products.

Thomas has worked with multiple teams to create value for customers and organisations. Thomas is experienced in working with stakeholders at all levels and building strong relationships.

Thomas is familiar with various aspects of digital transformation, including defining requirements, writing concepts, applying dev practices such as DevOps, and continuous delivery on-premise or cloud-based with demonstrable improvements.

STRENGTHS



TEAMWORK AND CO-CREATION



LEAN & AGILE MINDSET



DEEP UNDERSTANDING OF  
SOFTWARE DEVELOPMENT



CUSTOMER-CENTRIC PRODUCT  
DEVELOPMENT AND DELIVERY

THOUGHT LEADERSHIP INSIGHTS

[https://www.contino.io/insights/  
PRODUCT-INNOVATION](https://www.contino.io/insights/product-innovation)

- Mentoring Product Management Teams.

## SENIOR SCRUM MASTER

### Transport for London

📅 09/2018 - 09/2021 📍 London

- Worked as Servant Leader for development teams and delivery in contactless payment.
- Established a DevOps Culture for developer and infrastructure teams.
- Mentored teams in Agile development principles such as Continuous Integration (CI), refactoring and test driven development (TDD).
- Supported Product Owners with delivery and product strategy.
- Implemented Kanban with metrics as an extension to Scrum to identify bottlenecks, reduce cycle time and improve throughput.
- Ensuring collaboration for cross functional teams to work effective.
- Supported the wider Scrum Masters team.
- Represented the organisation at Scrum Alliance events.

## PLANNED BREAK FOR RELOCATION

### Munich to London

📅 06/2018 - 08/2018

## Scrum Master

### Telefónica

📅 05/2017 - 05/2018 📍 Munich

- Coached two development teams towards self-organisation with scaled and psychologically safe environments.
- Supported the transition of teams between different providers and encouraged collaboration.
- Supported Product Ownership with roadmaps and metrics.
- Coached and encouraged the adoption of Agile ways of working throughout the organisation.
- Supported the Product Strategy across Agile planning levels.
- Supported cross teams and leadership to create a corporate culture of trust.

## Scrum Master

### Infineon Technologies

📅 09/2016 - 04/2017 📍 Augsburg

- Coached the team on delivering high-value deliverables by using agile methodologies.
- Supported the Product Owner with stakeholder management.
- Mentoring in story writing and backlog refinement.
- Fostered a culture of continuous improvement.
- Helped teams solve conflicts and remove impediments.
- Organised international community of practice events and facilitated workshops in Agile practices.
- Lorem Ipsum

# ACHIEVEMENTS

Successfully leading transformations with tangible improvements for complete tech departments in a scaled domain, together with the simultaneous adoption of public cloud.

Improved delivery to ensure the software rollout for the National Rail connections to London's new Crossrail by delivering new features on time despite COVID-19 disruption.

Delivered the successful transition between different suppliers with the adaptation of Agile methods in adherence to the quality standards of Telefonica.

Guided teams of the GroupM network in self-management achieving a significant reduction in cost and higher revenue by improving performance through collaboration, product management and stakeholder communication.

# QUALIFICATIONS

## Degree in Computer Science (1.7)

Higher Diploma, University of Applied Science Kaiserslautern.

## Kanban Management Professional

## Leading SAFe

## ICAgile Certified Professional - Agility in the Enterprise

Improving organisations value delivery.

## ICAgile Certified Professional -

## Coaching Agile Transitions

Coaching organisations Business Agility.

## Certified Agile Lead (CAL1)

Leadership and Enterprise Transformation.

## ICAgile Certified Professional - Agile

Coaching Improving Team Performance.

## Certified Scrum Professional

## Certified Scrum Master

PROJECT MANAGER

Publicis Pixelpark

05/2016 - 08/2016 Munich

- Gathering requirements to build User Stories.
- Managed backlog items.
- Responsible for writing technical concepts.
- Worked closely with stakeholders to focus on roadmaps and product vision.

PRODUCT MANAGER

WPP - GroupM

10/2011 - 02/2015 Munich

- Established Agile ways of working within the development team.
- Built customer relationships and improved stakeholder collaboration.
- Responsible for the support of technical concepts, definition of scope, the Roadmap and the prioritisation of the product backlog.
- Improved the software delivery life cycle and customer support.
- Worked with the CTO on the Product strategy.

PROJECT MANAGER

Trivid

01/2009 - 09/2011 Munich

- Responsible for the software design and architecture.
- Supported with the experience design of the user interface.
- Implemented interfaces between frontend and backend.
- Developed the software from green field to a successful market entry.

Software Engineer

Citrix

05/2007 - 12/2008 Karlsruhe

- Definition, conception and implementation of technical solutions for user interface of a collaboration software.
- Designed the front end in alignment with customer experience.

SOFTWARE ENGINEER

WEB.DE

03/2003 - 04/2007 Karlsruhe

- Technology research for the departments of the organisation and supported with technical decisions in collaboration with the CTO.
- Full stack software development and User Interface design.
- Definition of requirements and usability.

COMMUNITY

PARTICIPANT OF REGULAR CONFERENCES  
CO-ORGANISER OF THE LONDON AGILE  
COMMUNITY 'BREAKFAST BRIDGE'  
PRODUCT TOOLS WITH ALISTAIR COCKBURN  
MEMBER OF VALUE STREAM CONSORTIUM,  
TEAM TOPOLOGIES- & CYNEFIN UNIVERSITY

METHODOLOGIES

Cloud: AWS, Azure DevOps, GCP  
Methodologies & Frameworks: Scrum, XP, Kanban, LeSS, SAFe, Lean  
Delivery Practices: Continuous Integration and Delivery, DevOps, JIRA  
Programming: Java, C#, JavaScript, NodeJS, React  
Development Principles: Refactoring & Emerging Architectures, Design Patterns, Test-Driven Development, BDD, DDD, Design Thinking  
Coaching: Individuals, Leadership, Team Performance & Enterprise Change Management  
Planning: Backlog Management & Requirement Refinement, Story Mapping, Product Vision, Strategy & Goals (OKRs)  
Technologies: Bash, GIT, Microservices Containerization, IaC, Serverless

INTERESTS

TRAVEL  
MOUNTAIN SPORTS  
FILM & STORY WRITING

LANGUAGES

ENGLISH ●●●●●  
GERMAN ●●●●●  
FRENCH ●●●