

# Arabica Transformation Consulting



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## Personal statement

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I am an experienced Agile Professional, having over 18 years of experience within IT and delivery, working at multiple levels covering a wide range of business sectors.

I believe the most effective method of any Agile Transformation is underpinned by obtaining a solid understanding of your business, existing processes and governance, teams and company culture.

My approach to Agile Coaching and Training follows a process of observation, listening, communication, analysis and then collaboration with

Leadership, Senior Management and Teams to implement the most suitable methodology to achieve your Agile Business Strategy.

## Professional achievements and key skills

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### Professional Achievements

- Worked with Scrum Alliance as the sole UK representative to create the CAL-E, CAL-T and CAL-O certifications and a new dedicated suite of Agile Leadership online resources.
- Currently working with Scrum Alliance to revise and improve the existing CSM, CPO, Advanced CSM and Advanced CPO certifications.
- Created an effective remote Agile Coaching and Training home office working environment, by incrementally improving based on actual feedback provided from attendees.
- The CMO and Trustee for the Agile20 Reflect festival, which held 809 free online global events, for over 2 million attendees.
- Speaker at two Agile20 Reflect events covering Personal Agility and Why are Agile Coaches always dyslexic.
- Connected with some of the creators of the Agile Manifesto.
- Co-Host Agile World with Karl Smith, a bi-weekly Agile magazine show published on YouTube, Spotify, Apple Podcast, Google Podcast and other platforms.

### Key Skills

- Agile Frameworks and mythology's which include Scrum, Kanban, SAFe, Lean, DAD, XP and Scaled Agile.
- Tailored coaching and training to meet your business needs
- Leadership Agility to support your leaders in the change and the benefits
- Communication and analytical skills to break down those barriers and get to the issues
- Project to product thinking and ways of working
- Vast project background in understanding waterfall and converting waterfall and Agile together for those business. As well as working on multiple multimillion business

## Employment History

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## **Expleo Consultancy**

Principle Consultant, Enterprise Agile Coach

Nov 2022 – April 2023

Working with Expleo direct to build an internal Agility Consultant team which included hiring Scrum Masters and Agile Coaches who will be client focused to support the current on demand. Supporting the current contractors who are onsite working with clients. Implementing new ways of working and governance internally and supporting the Expleo sales team on new engagements wanting Agility transformation and Agile resource support.

Working with a high security client understanding their current wants and needs for a Agility transformation which includes Leadership coaching, Governance, Product delivery planning and teams ways of working.

Leadership/ Enterprise coaching leading Agility, setting and building a Vision and strategic planning for product delivery. Implementing a OKR structure and a method of tracking by implementing a Lean Portfolio Kanban.

Building bespoke internal Product owners and Scrum master training which includes the specialist environment.

Onsite client leason lead for the client which includes request for resource, and managing and facilitation of current resource on client sight.

## **William Hill UK and International**

Enterprise Senior Agile Coach (Contract)

October 2021 – November 2022

Working with the client to implement Agility that best fits the organisation delivery from the technology stand-point. Created new ways of delivery within Networking, Infrastructure, Architecture, Technologies, and Security resulting an improved cross-team transparency.

Faced with an existing preconception that Agile ways of working was not suitable, due to various teams past experiences and implementation attempts. This was overcome by following an assessment stage, gaining understanding the client's industry, people, customers, and processes, establishing a trust in many areas and re-establishing a trust in agile.

Migrated departments away from being siloed and supplied with an annual plan; that did not correctly represent the customer demand. Improvements were achieved by:

- Quarterly planning over 23 teams and Leadership
- Actively involving customers to better understand requirements
- Breaking work down into smaller, more manageable, valuable slices
- Introduced a LPM (Lean Portfolio Management) process
- Creating a capability build training series covering all levels
- Provided contextual learning by following a coaching from the back-of-the-room methodology

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To support the business, myself and my team created Agile Centres of excellence across four areas, Recruitments, Product, Standards and Best Practice, and Career Progression. To support the people, we implanted Communities of Practices across Technology, Engineering and Delivery, as well as cross functional roles to build and increase knowledge, allowing people to work with others within the organisation and share successes and ideas.

As the department has grown, I have also been coaching and upskilling new Scrum Masters who are now Agile Performance leads in coaching, training as well as working with them to give them the skills and mindset to coach and evolve a team in Agile ways of working, using multiple tools and techniques to understand the full potentials to Agile methods to best fit the teams their customer and delivery.

## **Greggs**

Enterprise Agile Coach (Contract)

April 2021 – October 2021

Agile transformation across all digital team's, leadership, and stakeholders.  
Building and Agility framework to meet the needs of Greggs digital including new processes, governances, ways of working.

Providing coaching and training to Scrum Masters, Product owners and Development team.  
Educating the business on agility and the new delivery process and ways of working across marketing, Branding, Finance, HR

## **Agile World and Agile World Charity**

**Co Founder CEO and CMO**

**Jan 2021 - Present**

Agile World is a philanthropic 501(c)(3) Public Charity based in Hollywood, CA set up to support the creation and distribution of free Agile media, entertainment and educational materials.

**“Our Vision is to provide free Agile materials for everyone and reduce the barriers to knowledge and education that otherwise exist for a large proportion of the world because of languages, finances or an individual's physical location. Agile World is also committed to Practical Agile knowing that it can have a fundamental and positive impact on individuals, communities and businesses by aiding them in everyday life”.**

The Agile World News in English has been born out of a new movement in Agile. It is focused towards people being part of a global community. It is about Agile in all its different flavours. It's creation as part of the Agile20Reflect has created an opportunity to build a global communication platform. Agile World has established a technical platform for distribution. Its programming style that is intended to be fun, full of joy and hope.

The English Language Show, is the first of many language version. We want to broadcast many in other languages to support Agilists globally. Across 85 different digital platforms world-wide agile community. Agile world has also focused on how Agility can support Wellness, Agility at home and with the family and how Agility can support people with Dyslexia and ADAH and many other challenges people face.

## **Mastek**

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Senior agile and leadership coach and consultant

March 2020 – April 2021

Provided expert level Coaching and Training to senior leadership, management, and tactical teams for attaining high levels of Lean/Agile maturity using various methods and frameworks including Scrum, Kanban, SAFe and XP.

Responsible for formulating a strategy for the transition from Project based delivery to Product based delivery.

Drove the delivery and implementation of the Agile strategy across the Digital community. As an external consultant, provided Agile Coaching and Training to NHS Digital, NHS England, NHS Improvement, Together Personal Finance Ltd and IPFS Corporation.

Provided direction to and collaborated with team of Marketing, Designers, Videographers and Social Media experts, ensuring the goals and principles of the festival were being maintained and publicly advertised.

## **IRS**

Head of agile transformation and agile coach

Sept 2018 - 2020

Worked across Product and Engineering departments to implement a transformation and standardisation of agile processes and framework.

Covered 10 different locations within the UK and remotely covered 2 offshore areas.

Identified a need to standardise the input and output from each agile team, but still allow them to work within their own agile framework. This enabled the leadership team to better resource and prioritise work at a company level and understand progress by consistent reporting.

Attended and presented at company roadshows to announce the improvements and leadership commitment to agile processes and ways of working.

Coached 500+ individuals in 40+ different teams in working as a Product Manager, Product Owner, Scrum Master, Business Analyst and Scrum Team Members.

Coached the Scrum Teams in Scrum, Kanban, SaFE and LEAN so that all the bases were well understood to enable them to identify where to tailor their own elements of the agile process without impacting the leadership progress reports.

Coached the leadership team (Product Directors, Engineering Directors, Dev Managers, CTO and CPO) in understanding agile, planning and understanding progress.

Provided training and guidance to Product Managers in creating and maintaining high-level roadmaps that covered a 2-3 year period. Ensured that these roadmaps are in a format that could be used by sales teams with customers, to give the customer an understanding of up-coming features. Provided training and guidance to Product Owners in creating and maintaining low-level roadmaps that covered a 6-9 month period.

Launched a communication group between the Product, Finance and Engineering departments to create a forum for both areas to raise new product work items.

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Standardised the focus groups so that the customer experience was consistent when they visited on site for new feature testing/demonstration and the outcome reports remained the same for comparative analysis.

## **Environment Agency**

Agile coach and scrum master

Mar 2017 – Aug 2018

Project: I want to Fish – Online Fishing Licenses

Joined a novice agile department to help with improving agile methodologies being used by the team members and stakeholders.

Quickly identified challenges in the delivery process which restricted the ability to time-box all types of work.

Applied disciplines from the LeSS (Large Scale Scrum) framework to define multiple delivery streams, all taking work from the same backlog and direction from the same Product Owner. Created a single Scrum team for time-boxed work and 2 additional teams to follow Kanban for other work.

Provided training to all agile team members as well as to the wider stakeholders to better integrate with an existing Waterfall delivery process.

Worked with Service Management and Change Management to change the release process whereby automated artifacts were provided from Continuous Integration reports and used to give assurance of up-coming releases.

Covered areas of Data Migration away from an old system as well as the creation of new micro-services on a multi-cloud platform, using Amazon Web Services and Azure Cloud.

Mentored existing Deliver Leads for other teams within the EA in adopting agile methodologies and processes to help improve their own team's product delivery.

Project: EU Exit

Oversaw the creation of a new Scrum Team to assist with the delivery of a new software platform required by EU Exit for the processing of goods imported and exported to and from the UK.

## **ADDITIONAL INFORMATION**

Oct 2016 – Jan 2017	Agile Coach and ScrumMaster – St Andrews Healthcare
Mar 2016 – Oct 2016	Agile Coach and Delivery Lead – Money Super Market
Sep 2015 – Mar 2016	Big Data and Analytics Scrum Master – Shop Direct Limited
Jun 2014 – Sep 2015	Sabbatical – took time to focus on wedding
Jun 2013 – June 2014	Agile Project Manager – Northumbrian Water Limited
Apr 2012 – Mar 2013	Senior Technical Quality Assurance Manager – EE Limited
Mar 2009 – Apr 2012	Technical Service Delivery Manager – EE Limited (originally Orange)
Jul 2006 – Mar 2009	Intelligent Networks System Engineer – Orange PLC



## Industry qualifications

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- Enterprise Agile Coach
- Leading SAFe 5.0
- SAFe 5.0 Scrum Master
- Graphical Facilitation
- Training from the back of the room
- Advanced Coaching
- Certified Advanced Scrum Master (Scrum Alliance)
- Certified Agile Leadership 1 (Scrum Alliance)
- Coaching and Training Agile Teams
- Advanced Scrum Masters 1
- Certified Scrum Product Owner (Scrum Alliance)
- Certified Scrum Master (Scrum Alliance)
- Management Essentials 1 – 3
- Management & Leading People
- Influence and Persuasion