

## Curriculum Vitae

### Personal Information:

- Name: **Marit Brademann**, Owner of ideas and numbers
- Nationality: German
- Date of birth: June 13 1983

### Professional Experience

The name "ideas and numbers" expresses my intention to combine the qualitative and the quantitative in my way of working with others: human values, common sense, collaboration, user-centricity, strong methods, data (facts) and new technologies. I coach teams on their way to agility and lean delivery. I conceptualize and hold workshops on product development, agile methods and frameworks, design thinking challenges, data literacy and social entrepreneurship. I give hands-on support, facilitate meetings, hold retrospectives and love being a sparring partner for someone's thought development process.

2019

#### **Product Owner**, Vattenfall GmbH, Berlin, since April 2019

- strategic ownership of the product backlog for [vattenfall.de](http://vattenfall.de) to increase usability, reduce delivery risks and improve the integration into the Vattenfall infrastructure
- intensive stakeholder communication and consultancy to improve quality of requirements
- requirement analysis and translation into incremental product backlog entries
- agile leadership principles for the collaboration with the scrum team and external agencies

#### **Senior Trainer**, DesignThinkingCoach Academy, since January 2019

- coaching of public certified Design Thinking Trainings
- development of non-standard Design Thinking Workshops, Workshop Series and Trainings
- responsibility for the event management of those workshops (preparation, documentation, workshop material etc.)

2018

#### **Agile Consultant and Coach**, Büro am Draht, Berlin, since Mar 2018

- conducted an individual agile assessment with team and management through interviews
- supporting product owners, the head of the team and the team itself on its transition to a more structured and transparent way of working
- conceptualizing numerous formats to improve business processes, team collaboration, company vision and product owner practices
- with the introduction of a scaled framework in part of the organization, I am now working on aligning other teams to similar workings in order to harness transparency, predictability and interdisciplinary

#### **Data Literacy Lecturer and Education Designer**, Stackfuel GmbH, Berlin, Jan - May 2018

- User research activities, data literacy research and design of a curriculum for the massive open online course in Data Literacy Basics
- Iterative collaboration with the project manager

- created of a unique blend of business relevant data analysis concept and data-informed decision making

**Strategist, Birds On Mars GmbH, Berlin, Jan - April 2018**

- conducted a data and analytics assessment with management through personal interviews
- consequently, prepared and clarified a number of data and analytics use cases
- elaborated an evaluation matrix and formulated a strategic shift of respective customers, f.e. the adoption of AI based strategies

2017

**Product Owner Support/ Scrum Master, Carmeq (Volkswagen), Oct 2017 - Jan 2018**

- coached and supported the Carnet user experience team to establish agile methods within the corporation by example
- moderated and facilitated scrum events and UX workshops
- supported the Product Owner with requirement and stakeholder management
- put a strong emphasis on improvement of user stories in terms of internal inconsistencies and overall applied methodology

**Agile Coach/Scrum Master at Otto Group BI, Hamburg, Jan 2017- Jul 2017**

- worked with the Business Intelligence Department that develops tracking, analytics and web services for individual group companies, globally
- coached a new Tracking product team agile practices, moderating scrum sessions, facilitating product vision workshops, coaching product owner lean practices
- coached a brand new Analytics service team agile practices, facilitating a practical service delivery setup, refining team's vision, mission, goals and internal setup
- worked with the Group Tracking team that has experienced a lot of recent disruptions through strategic changes to establish trust and reliability

2015

**Scrum Master, USEEDS GmbH, Berlin, Jul 2015 – Sep 2016**

- guided two Scrum teams along their path to user-centric product design for one of Europe's leading broker and direct bank
- created a trustful working atmosphere with a focus on self-reliance and collaboration
- setup a fluent communication with our remote client and efficient facilitation of Scrum events through structuring, coaching and individual contact

**Moderator Design Thinking, openSAP, online, Apr 2015 - Jan 2017**

- moderated product teams in SAP's MOOC "Developing Software Using Design Thinking"
- providing feedback to participants regarding the process, their achievements and potentials to grow their Design Thinking experience

2014

**Quality Assurance Manager, MassineScheffer, Berlin, Sep 2014 - Mar 2015**

- managed, executed the Quality Assurance process for the product ViQ
- incorporated cross-functional team responsibilities in the QA process to establish feedback loops from product, business intelligence and development

**QA Manager/Team Lead**, Zimory GmbH, Berlin, Apr - Oct 2014

- managed the QA process for distributed teams on the company's SaaS cloud computing platform
- conducted internal user research to investigate the evolution of major quality deficits
- in collaboration with the Product Management, reframed the company's product vision and successfully established new quality standards

2013

**Quality Assurance Manager**, Axel Springer IdeAS, Berlin, Oct 2013 - Mar 2014

- conducted a status quo analysis to evaluate the deficient bottlenecks in the agile QA process
- recommended to setup an independent test infrastructure and to change communication flows
- drove the installation of system monitoring screens in the office to expose metrics to everyone
- fostered steady reduction of blockers and stabilization of customer retention rate

2012

**Senior Quality Assurance Engineer**, Groupon GmbH, Berlin, May 2012 - Jul 2013

- managed and executed the test process and test cases of the CRM Team
- collaborated with QA automation team to automate regression testing
- iterated with CRM and product team to build more reliable features for all stakeholders

2011

**Project and QA Manager**, WatchWith, Inc., San Francisco, CA, Jan 2011 – Jan 2012

- managed the project and QA process for the connected TV application Fandango
- wrote and executed white box test cases
- analyzed user behavior on Fandango with Tableau

2009

**Quality Assurance Analyst**, KMF Werbung, Hamburg, Jul - Oct 2009

- managed and executed the testing process for relaunch and localization of navigon.com
- established the integration of selenium as a testing framework
- fostered close exchange between development and design
- conceptualized category and naming schemes for the backend

2007

**Media, IT & Design Intern**, Chamber of Commerce, Hamburg, Jan - Jul 2007

- managed fundraising and sponsoring activities for the Hamburg Animation Award
- created content for the award's website and the Chamber of Commerce's magazine
- designed posters and flyers for the award ceremony
- developed a ticket and seat management system
- communicated and managed hospitality for involved artists

## Conducted Workshops und Trainings (selected)

- Two-Days Masterclass "Agility Camp", Berlin Change Days, 2018
- Two-Days-Workshop "Product Strategy and Roadmapping", The Restart Project, 2018
- 5 One-Day-Workshops: Design Thinking for the energy business, Engie AG, 2018
- 2 Two-Days-Workshops: Social Entrepreneurship Certification, University of Applied Sciences Lemgo and North Caucasian Federal University Stavropol, 2018
- Two-Days-Workshop: Project Management, Boehringer Ingelheim, Amsterdam, 2018
- One-Day-Workshop: Moderation, New Vision for Leanovate, Berlin, 2018
- Two-Days-Workshop: Grundlagen Agile Methoden, Gong, Zagreb, 2017

## Contributions (selected)

I contribute to data, design, software development projects to gain insights into diverse fields, and to support my ideals of access to education, supporting democracy and cultural diversity.

### **Design Swarms for Rays of Sunshine**, Surya Vanka, Berlin, 2018

- Design Challenge: "Come up with a disruptive solution that harnesses community in powerful and unexpected ways to help give children and families amazing experiences and support."
- Team result: Recommendation to rebrand Rays of Sunshine to a network of families in need supporting each other rather than granting wishes solely

### **Microtasking Platform Replication Sprint**, The Engine Room, Croatia, 2017

- Tech Challenge: "Replicate and customize a microtasking platform within 5 days for the social activists Opora and K-Monitor" which resulted in a fully replicated micro tasking platform for K-Monitor and a set of scripts for Opora's microtasking needs
- as agile facilitator, established a communicative and transparent process to get work done
- moderated open discussions to break needs down into actionable items, prioritize, iterate and track them

### **Design Challenge hacks/hackers connect**, Google NewsLab, Berlin, 2015

- Design Challenge: "Redesign the news consumption experience across platforms and media"
- Team Result: Paper prototype "Ritalin for news", an app for news aggregation and distraction free reading

### **Design Thinking Week**, HPI School of Design Thinking, Potsdam, 2015

- Design Challenge "Design the digital information experience for people interested in health care and wellbeing in a world where your regular pharmacy is still an important contact point."
- Team Result: Digital Prototype of the mobile application "EverYoung" that helps to prevent health issues and to support longer youth

### **Co-Founder**, Data Science for Social Good Berlin, Oct 2014 - Oct 2015

- initial setup and facilitation of the group's vision to its transition to operation
- community outreach, analysis and evaluation of suitable partnerships to assure social impact through Data Science
- conceptualized and organized outreach, fundraising for the collaborative "Data Dive" where project partners and data scientists solve data problems hackathon style

### **Co-Founder**, denk global! UG, Bonn, Apr 2014 - Jun 2015

- denk global! acts as an agent between individuals and institutional education projects along economic, social and ecological aspects of globalization
- evaluated and setup technical infrastructure (intranet, CRM campaigning administration, and hosting services)
- designed, developed our agency website denkglobal.org and edited content of third party contributors
- managed, designed, developed successful relaunch of teamglobal.de, a project funded by the Federal Government of Germany

### **Design Thinking Basic Track**, HPI School of Design Thinking, Potsdam, 2014 - 2015

- Design Challenge: "Design the presentation of the unique characteristic "produced in family friendly conditions" in a way that it is trendy for Berlin families to purchase these products."
- Team Result: Strategic decision proposal for a set of future scenarios based on the current low recognition of the product label

### **Data Science Day** Berlin, 2012 – 2014

- Co-Organizer and speaker hospitality for the topics "Data Journalism", "Data Driven Decision Making", "What's next in Data Science?"
- Community Outreach

### **Scenario Building Workshops**, Federal Agency for Civic Education, Bonn, 2006 – 2015

- conducted and developed scenario building workshops about globalization at high schools and conferences
- Learning: to develop common scenarios, it is fundamental to reveal existing mental models first

## Education

### **Diplom Social Sciences** at University of Mannheim, 2004 - 2010

- Major: Social Sciences, Minor: Business Studies
- Thesis: "Old patterns, new hope -The Polish Telecommunication Sector Since The Accession To The European Union"

### **Exchange Program** at Warsaw School of Economics, Poland, 2009 - 2010

## Certifications and Extended Education

2019

- **SMART Data Sprint Winter Institute**, iNova Medialab New University of Lisbon, Portugal

2018

- **Certification GDPR Data Security Specialist**, Fraunhofer Academy, Berlin

2017

- **Mobile Synth I + II Summer School** (Mobile App-Development for sound synthesis and 3D interface design), Romain Michon, Stanford University

2016

- **Information Visualization Course**, Jim Hollan, University of California San Diego, CA
- **The UX Essentials of Customer Interviews**, Digital Telepathy, San Diego, CA
- **The UX Essentials of Product Design**, Digital Telepathy, San Diego, CA

- **Crowdsourcing Research**, Stephen Dow, University of California San Diego, CA
- **Design Kit**, Human-Centered Design Certification, IDEO.org

2015

- **UX Sketching with Bill Buxton**, The Design Lab, University of California San Diego, CA
- **Design Thinking Basic Track**, School of Design Thinking HPI, Potsdam
- **The Data Scientist's Toolbox**, Coursera Certification John Hopkins University, MD

2012

- **Tableau 7 Certification**, Tableau Conference, Barcelona, Spain

2011

- **ISTQB® Certified Tester Foundation Level**, American Software Testing Qualifications Board, San Francisco, CA

## Skills

<b>Languages</b>	German (native), English (TOEFL: 109), French (C2), Polish (A2), Croatian (A1)
<b>Agility</b>	Design Thinking, Scrum, Scrumban, Kanban, JTBD, User Stories
<b>Dev</b>	Jira, Domain Management, HTML, CSS, Wordpress, Jekyll
<b>Data</b>	Tableau, Python, Stata, R, multivariate data analysis, statistics
<b>Design</b>	User Interviews, User Journey Mapping, Ideation techniques, rapid prototyping
<b>Creation</b>	Traktor, Max/MSP

## References

- Dr. Dominik Domnik, CFO, Social Entrepreneurship Akademie, dominik.domnik@seakademie.de
- Dr. Sabrina Zeplin, VP Business Intelligence, Otto Group, sabrina.zeplin@ottogroup.com
- Fanny Pittack, Head of Engineering, Awin Global, fanny@pittack.org
- Dr. Sascha Mahlke, CEO, USEEDS° GmbH, sascha.mahlke@useeds.de