

Dorthe Hein

Agile Leadership Coach



Latest

SDC	November 2021– present
------------	------------------------

Agile Coach

In the role as coach for team leads, product owners and scrum masters my focus is to support an area in the organisation implementing 'suited' elements from the agile toolbox that creates value to both the business - and the employees. This also includes team development, individual coaching as well as team coaching.

Highest impact

Energinet	February 2020 – June 2021
------------------	---------------------------

Scrum Master & Coach for PO-team

Main objective was to establish the agile fundament, in a SAFe set-up, for two new started teams; creating a common backlog, meeting structure, defining roles and responsibilities, agile culture and methods, aligning with other ART's etc. Now in the role as coach for product owners working with business realization/benefit and outcome measurement

Most learning

Maersk	March 2017– 2019
---------------	------------------

Head of Mobile (Product Owner)

Main objective was to develop new features and roll-out the Track and Trace app across brands and boarders. At the same time establish and manage virtual teams (and vendors) split on 4 different locations (DK, UK, India and Rumania).

ABOUT ME

- High energy level and driven by challenges
- Ambitious and passionate
- Result-oriented with focus on the process
- Always in a good mood, positive approach
- Aware of the importance of relations
- Thrive on changes
- Team player
- Keeping high pace and have an eye for opportunities

MOST PROUD OF

To see teams (and people) grow and bloom.

PRIMARY ROLES

- Agile Leadership Coach
- Program Manager
- Product Owner
- Scrum Master
- Team Lead



Dorthe Hein

LATEST EXPERIENCES

Politiken | Agile Coach

September 2021 – present

Implementation of agile methods/tools in commercial projects; establishment of 'framework', meeting structure, purpose of meetings, role descriptions, facilitation of meetings, coaching employees (project members) and managers.

SDC | Agile Coach

November 2021 – present

Coaching team leads, product owners and scrum masters in part of the organisation where focus is on implementation of elements from the agile toolbox that creates value to the business - and employees. Including team development, individual coaching as well as team coaching.

Energinet | Scrum Master /Coach for Product Owners/Coach

February 2020 – present

- Team development with focus on collaboration, ownership, engagement and change management by workshops and 1:1 coaching. (November 2021 – present)
- Supporting roll-out of new project support model; development of model for implementation (inspired by the agile toolbox, adjusted to the organisation and purpose), coaching of key employees and managers. (April 2021 – present)
- Support of a PO team; implementing agile/SAFe working methods with the business with a strong focus on how to realize business value of the delivered features/backlog. (June 2020 – June 2021)
- Scrum Master for two new started agile teams at Energinet. Establishing the agile fundament in a SAFe set-up; creating a common backlog, meeting structure, defining roles and responsibilities, agile culture and methods, aligning with other ART's etc. (February 2020 – May 2020)

Soundboks | Agile Coach

January 2021 – December 2021

Implementation of agile tools in the R&D part of the organisation in close collaboration with scrum masters, product owners and internal agile coach – to establish a common foundation (framework) and to ensure ownership in Soundboks. Main purpose was to create a set-up that fitted the organisation and the involved teams, not to follow a specific method 100%.

Andel | Product Owner/Agile Coach and Team Lead SAP team

April 2020 – November 2021

Product owner and agile coach at SEAS-NVE, strong focus on implementing the scum method – not talk the talk but walk the talk with both the business and the development team. Establishing and implementing governance structure around scum in the organization to increase outcome.

Interim SAP Team Lead at Andel, daily management of the SAP team (13 FTE's), strategy, people management, assisting the transformation between Andel and RBC for SAP.



LATEST EXPERIENCES

Maersk | Channel Owner, Segment Lead, Product Owner

March 2017 - 2019

Senior Channel Owner 3rd Party Platforms

Development and implementation of a 3rd Party Platform strategy. Analyzing and identifying potential opportunities, challenges, implications and dependencies to other relevant project/initiatives/platforms or ART's within Maersk (PI planning sessions). Acting as Product Owner in a SAFE set-up. Implementing agile culture and methods/ways of working for non-software products.

Segment Lead

Responsible for the development of short- and long-term strategy for the customer segments in my portfolio. Developing an overall plan to implement the segment strategies and steering the business to deliver holistic value propositions to meet customer needs. Working towards continuous optimization and a consistent delivery. This involved development and optimization of a digital online booking platform and I was PO for my customer segments in my portfolio, aligning customer and business needs across the organization to ensure development of the right product (highest value to the customer).

Product Owner

Product Owner for track and trace app. Development of new features and roll-out of the app across brands and borders. Managing a virtual team which was split on 4 different locations (DK, UK, India and Rumania) and vendors. Establishing and implementing the agile way of working in eCommerce group.

Oticon | Head of Counselling/Head of Support Solutions/Program Manager

2010 – 2017

Program Manager WEB & Apps

Program manager for customer and consumer portals across William Demant Holding. Development and implementation of program strategy and structure between IT and Marketing and across brands. Taking the agile methods to next level at Oticon - scaling; aligning and coordinating with other tracks, programs and business units to ensure most optimal delivery at most optimal time and realization of the expected business benefits.

Managed and coached 3 teams (product owners, scrum masters and developers).

Head of Support Solutions and Program Manager Apps

Development of support solutions offerings for dispensers and internal sales tools. Had the role as both product owner for our digital support offerings and as program manager for counselling and sales apps. Line manager for a team of 5 product owners.

Head of Counselling

Establishment of a Counselling group in Oticon - development of digital counselling and marketing tools. Establish and implement an agile set-up in Oticon to improve ways of working (efficiency), bridging marketing and IT teams – aligning deliveries = meet deadlines, increase business outcome, gain team spirit and most important improve customer satisfaction.



Dorthe Hein

OTHER EXPERIENCE

- **Nuuday** | Agile Coach (December 2019 - May 2020)
- **SDC** | Agile Coach (June 2020 – October 2020)

EDUCATION

- **Cand- Pæd. Soc.** | DPU
- **Teacher** | Frederiksberg Seminarium
- **HD 1st. part** | **CBS**

COURSES AND CERTIFICATES

- **Leading SAFe**
- **Advanced Leadership**
- **Leading for Results**
- **Krauthammer Sales Training**
- **Maul management course**
- **Feedback training**
- **Conflict management**
- **FDA approval training**
- **Presentation techniques**
- **Performance enhancement dialogue**

THREE THINGS FROM MY LIFE

- Love an early run in the morning
- Team leader for a U19 football team
- Build my own greenhouse

