



Creating value by connecting passion with purpose



„If you want to build a ship, don't drum up the men to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea. “

Antoine de Saint-Exupéry

Competence Profile and Personality

- Product Engineer, Entrepreneur, Strategy Consultant and certified Business Coach, ScrumMaster, SAFe Agilist, OKR-Coach, Facilitator and Product Owner as well as Project Lead with >20 years professional experiences on a national and international level and diverse industries
- Experienced in customer centric service, product, team and organisational development in a VUCA environment – able to apply innovative and agile methods like Lean StartUp, Design Thinking, Customer Journey, Personas, Business Model Canvas, Scrum and Kanban, SAFe, Flight Levels, Team Canvas, OKR's, Holacracy, Spiral Dynamics, Appreciative Inquiry, Inner Team Dynamics, integral non-violent communication, Socratic Dialogue ...
- Strong ability to define profiles of requirements and identify business development opportunities based on complex market, customer and competitive analysis
- Excellent communication and presentation skills, experience in systemic issues, strategic thinking, creativity and ingenuity as well as strongly emphatic and reflective due to intensive self-awareness and meditation
- Team oriented behaviour, able to lead, guide and motivate people especially in executive coaching and a great readiness and willingness to learn
- Open-minded, social engaged, interested in different nations and cultures, passion for creative unconventional solutions and innovations especially in the digital area, keen on sports

Focus Topics

- Introduction and deepening of agile working methods with a focus on mindset, needs and responsibility with the goal of achieving a good balance between reflection and implementation
- Individual (leadership) coaching and team development
- Innovative organization and product development in a digital context



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Project experience

▪ **Leadership Change Support for the Sales and Operations Departments on Their Journey Towards Greater Performance and Adaptability Through Holistic Leadership Development and Team-Based Change Processes**

Period: since March 2025 (ongoing)

Client: DEW 21 GmbH / Energy Sector – on behalf of Pioneers Partners

Role: Facilitator and Leadership Coach

Scope: 45 days

Activities:

- Facilitated a multi-day leadership journey focusing on self-reflection, role clarity, systemic leadership, decision-making processes, and relationship dynamics
- Supported three teams through a structured development program including a kick-off, four development modules (e.g., values, vision, feedback, meeting culture), and a closing retrospective
- Moderated workshops and 1:1 sparring sessions to align leadership and teams, embedding sustainable change into daily operations

▪ **Leadership Coaching, Team Development and Conflict Management**

Period: since Oct. 2020 (ongoing)

Clients: ALDI International Services SE & Co. oHG, Hugo Boss AG, Andreas Stihl AG & Co. KG, , Techniker Krankenkasse, Mercedes Benz AG, City of Stuttgart, RWE AG, Digihub GmbH,...

Role: Mentor, Coach and Trainer

Scope: Approx. 200 coaching hours for ~30 coachees / Approx. 25 workshop days with 10+ teams

Key topics

- 1-1 Executive Coaching regarding personal development (communication, leadership, mindset and reflection, stress management, appearance and impact)
- Conception and implementation of multi-day workshops for team development
- Mediation in conflict situations

▪ **Process Facilitation for the Introduction of Agile Innovation and Project Management to Strengthen Innovation Capability and Organizational Adaptability**

Period: February – May 2025

Client: German Red Cross (DRK) Kreisverband Euskirchen e.V. / Social Sector

Role: Agile Trainer and Organizational Development Consultant

Scope: 8 days

Activities:

- Strategic sparring and consulting on the design of agile project architectures and the effective cadence of meeting formats
- Design and facilitation of multiple trainings and workshops to introduce agile principles, methods (Scrum and Kanban), and role understanding for project teams and leadership
- Support in cultural transformation: Development of communication strategies to anchor agility beyond the project teams, including stakeholder engagement and agile lighthouse projects



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Project experience

- **Agile Coaching in the Development of a continuous delivery platform for reliable vehicle data within a SAFe environment**

Period: October 2023 – July 2024

Client: Porsche AG / Automotive – on behalf of P3

Role: Team Coach

Scope: 120 days

Activities:

- Improved collaboration with diverse stakeholders by applying a Domain-Driven Design approach
- Advised the Release Train Engineer (RTE) and project leadership on roadmap development, PI planning, and the introduction of OKRs
- Provided team and individual coaching for members of the Agile Release Train (ART)

- **Startup Mentoring and Program Direction in the Accelerator of the Stuttgart Economic Region**

Period: May 2023 – January 2024

Client: Pioniergeist GmbH / Accelerator

Role: Startup Mentor and Program Manager

Scope: 50 days

Activities:

- Development Scouted and selected suitable startups; provided individual mentoring and coaching on topics such as business models, mindset, and sales
- Designed and implemented multiple support formats, including an intensive ten-day onsite program for international startups
- Shaped and facilitated the entire program design, including scheduling, workshop planning, and supporting events

- **Driving Agile Ways of Working Across the Organization and Coaching a Team Responsible for the Further Development of an In-Store App to Enable a Seamless Customer Journey**

Period: July 2021 – Feb. 2023

Client: Hugo Boss AG / Textile Industry

Role: Agile Coach

Scope: 220 days

Activities:

- Facilitated and optimized Scrum events to enhance focus, participation, and outcomes
- Provided team and individual coaching on effective collaboration, communication, prioritization, agile mindset, and self-organization
- Improved agile development processes at the organizational level



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Project experience

▪ **Development of a new portal for financing and leasing vehicles**

Period: Nov. 2021 – Dec. 2022

Client: Porsche Digital GmbH / Automotive – on behalf of CDP

Role: Agile Coach

Scope: 110 days

Activities:

- Improved internal and external collaboration with a focus on (customer) value creation as well as internal mediation support
- Established an agile and open mindset through regular workshops
- Identified and resolved problems and conflicts within the team and organization, particularly concerning dependencies and scaling

▪ **Consulting and coaching of entrepreneurs with a refugee background in the establishment of their own business in Germany**

Period: June 20 – June 22

Client: Singa Business Lab / Social Entrepreneurship

Role: Mentor / Trainer (voluntary)

Scope: 20 days

Activities:

- Support during the ideation phase
- Advice on the preparation of the business model and financial planning
- Preparation of pitch deck and support during presentation regarding slide design and storytelling

▪ **Agile Coaching in a Complex International B2B Platform Project (Development of a New Global State-of-the-Art B2B Platform)**

Period: Oct. 2020 – March 2021

Client: Stihl / Mechanical Engineering – on behalf of Diconium

Role: Agile Coach

Scope: 80 days

Activities:

- Coached and mentored across all levels: from Scrum Masters and Product Owners to leadership—with sensitivity, clarity, and empathetic presence
- Facilitated large-group formats, in-depth retrospectives, and conflict-laden meetings, courageously addressing difficult topics openly
- Stabilized the system methodically and interpersonally by actively embodying agile principles, providing creative impulses, and fostering genuine collaboration through improved communication, information, and decision flow



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Project experience

▪ Consulting and Support for the Implementation of a Scaled Agile Organization for an Integrated Development Approach to Vehicle Model Series

Period: July 2019 - Sept. 2019

Client: Mercedes-Benz Cars / Automotive – on behalf of Boris Gloger

Role: Agile Coach

Scope: 30 days

Activities:

- Advised on the formulation and development of the MVP based on customer needs
- Introduced and established roles, meetings, and artifacts in the scaled environment, as well as agile requirements management
- Facilitated sprint transitions and trained an internal Agile Coach, alongside executive coaching at leadership level to support the agile transformation

▪ Conception of a multisided online platform for commercial vehicles (MVP)

Period: Aug. 2018 – March 2019

Client: Mercedes-Benz Vans / Automotive – on behalf of KI Group

Role: Business Model Engineer

Scope: 80 days

Activities:

- Analysis of usage patterns of different personas for use case specification
- Designed the MVP based on the Platform Innovation Kit to enable early user feedback
- Conducted multiple workshops focused on data monetization, emphasizing usage-based business models and potential revenue streams from data

▪ Development of a holistic solution for the last mile area

Period: June 2017 – July 2018

Client: Mercedes-Benz Vans / Automotive – on behalf of KI Group

Role: Project Lead (hybrid Project Management)

Scope: 200 days

Activities:

- Conducted systematic analysis of business models in the cargo space sector
- Managed pilot projects and field testing of MVPs, including multiple pilots using a converted delivery vehicle
- Applied Lean Startup methodology (Build – Measure – Learn) for iterative development:
 - Build: Prototyping shelving units and digital control systems
 - Measure: Observing usage and collecting feedback in real-world test scenarios
 - Learn: Deriving functional and ergonomic improvements



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Professional Development and Certifications

Feb 25	Further Training on Radical Collaboration in Conjunction with Nonviolent Communication according to Marshall Rosenberg
Sept 24	Certified Coach – Qualitätsring Coaching und Beratung e.V.
July 23 – July 24	Facilitator Curriculum – Kommunikationslotsen Facilitators are specialists for meaningful dialogues, area-related overarching development and change and for initiatives in which people working together and planning the future.
October 23	Certified SAFe 6 Agilist
March 23	Training as OKR-Coach - Hello Agile
May 22 - Oct. 22	Flight Level 1 & 2 - Flight Level Academy (Klaus Leopold) Understand, design, and implement the agile thinking model that promotes agile interactions between individual teams, visualizes workflow and dependencies, and establishes focus on true value creation of organizations.
August 22	Training as Team-Coach - Competence on Top - Development and creation of multi-day team workshops - Elements from Lego® Serious Play® - Methods for conflict resolution in teams
Jan. 20 – Jan. 21	Training as Social Architect - CHE Center for Human Emergence - Innovative evolutionary and integral models and methods - Leadership in times of extreme complexity - Creating and holding spaces for collaboration and co-creation
Dec. 19 – May 20	Diploma in Digital Transformation (Chief Digital Officer) - Karriere Tutor - Digital Business Innovation - Leadership Coaching - Scrum (Scrum Master 2 and Product Owner @ Scrum.org)
Oct. 19 - Feb. 21	Training as humanistic Psychotherapist - Thalamus - Methods for releasing blockages and promoting potential development - Systemic work with personality traits - Analyzing own and interpersonal processes on a meta-level
Oct. 17	Professional Scrum Master 1 @ Scrum.org
Feb. 14 – Feb. 15	Diploma in Project Management (Certified Project Lead) - ILS Hamburg
Feb. 02 – Feb. 08	Diploma in Industrial Engineering at the HFU Furtwangen including a semester abroad at the Tecnológico de Monterrey in Mexico City

Marco Klein | Düsseldorf, 14th of June 2025