

Curriculum Vitae

Personal data

Claudio Porcelli

Born in: 1986

Located in: Hamburg (Germany)

Mobile: +49 (0)172/611 3406

E-mail: cp@claudioporcelli.com



I am

an expert for organisational change management with a focus on the introduction, training, coaching, and implementation of agile working methods.

Since 2012

I have been passionate about guiding organizations through change from individual team members through middle management to executive leadership, I guide organizations on their transformational journey. Leveraging proven agile methods such as Scrum, Kanban, LeSS®, SAFe®, and Design Thinking, I create sustainable value through pragmatic implementation. My approach is built on goal-oriented and trustworthy collaboration at eye level - a proven recipe for successful organizational change.

Professional Career

02/2019 - today

Claudio Porcelli Training & Consulting
Change & Transformation Consultant

- Training of agile methods and mindset
- Business development
- Coaching of agile roles
- Coaching agile leadership
- Implementing and facilitate agile methods
- Train the trainer concept

02/2012 - 01/2019

wibas GmbH
Executive Consultant/Agile Coach

- Training of agile methods and mindset
- Business development
- Coaching of agile roles
- Coaching agile leadership
- Implementing and facilitate agile methods
- Train the trainer concept

05/2011 - 09/2011

IBM Deutschland GmbH

Sales representative for Sparkassen and Landesbausparkassen Deutschland

- Identification, evaluation and categorization of customer projects
- Product placement of IBM SW, HW and Services
- Campaign management with IBM Sales Partner and internal marketing department
-

10/2010 - 04/2011

IBM Deutschland GmbH

Trainee Organisation Change Strategy

- PMO member in a „Global SAP Implementation“ in Central and Eastern Europe (petroleum industry)
- Assistant of the IBM Organisation Change Strategy Executive Partner
- Conception and release of the IBM internal collaboration platform for the global knowledge exchange.

Curriculum Vitae

Education

09/2014 – 06/2017

Steinbeis-Hochschule Berlin
MBA in General Management

Emphases:

- Business Start-Up
- Company Valuation

08/2007 – 04/2011

SRH Hochschule Calw
Media – and
Communication Management

Emphases:

- Organisational Change management
- Communication Management

03/2006 – 08/2007

Hochschule Pforzheim
Industrial Engineering
Not graduation

09/2003 – 07/2005

Berufschulzentrum Nagold
Advanced technical college
entrance qualification

Languages, Methods and Certificates

Languages

- German (native)
- Italian (native)
- English (business fluent)

Methodological competences

- Scrum
- Kanban
- Large Scale Scrum (LeSS)
- Scaled Agile Framework (SAFe)
- Design Thinking
- Lean Start-up
- Lean Management
- Sprint Change Method
- Automotive SPICE
- CMMI
- IBM Worldwide Project Management Method

Certificates

- **2017** Certified LeSS Practitioner (The LeSS Company)
- **2013** Certified Einführung in Lean Manager (wibas)
- **2016** Certified SAFe Program Consultant (Scaled Agile Inc.)
- **2014** Certified Scrum Professional (Scrum Alliance)
- **2013** Certified Experienced Change Project Manager (wibas)
- **2013** Einführung Lean Management (wibas)

Training Repertoire (w/c = with certificate):

- Leading SAFe® 6.0 (w/c)
- SAFe Lean Portfolio Management® 6.0 (w/c)
- SAFe Agile Software Engineering® 6.0 (w/c)
- SAFe for Hardware® 6.X (w/c)
- SAFe for Hardware Teams® 6.0 (w/c)
- SAFe for Architects® 6.0 (w/c)
- SAFe DevOps® 6.0 (w/c)
- SAFe PO/PM® 6.0 (w/c)
- SAFe Scrum Master® 6.0 (w/c)
- SAFe for Teams® 6.0 (w/c)
- „Leading in an Agile Environment“
- „Scrum Basic“
- „Agile Basics“
- „Scrum Product Owner“
- „Introduction to LeSS „

Curriculum Vitae

Project Experience

12/2023 – today

Sector:

E-Commerce – Furniture Industry

Thema:

Development of a heterogeneous „High Performing Team“

Role:

- Agile Coach
- Business Coach

- Implementation of agile methods in a heterogeneous team structure,
- Establishment of quantitative and qualitative goals based on OKR (Objectives and Key Results),
- Measurement and optimization of team performance according to agile measurement methods,
- Coaching of business topics to optimize the future e-commerce platform,
- Involvement of higher management and external shareholders in the team transformation,
- Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.

12/2023 – today

Sector:

Consulting Industry

Thema:

Agile Business Transformation from traditional SAP Consulting

Role:

- Agile Coach
- Business Coach

- Training the entire company in agile methods and an agile mindset,
- Advising the management on agile management styles and hierarchy levels,
- Restructuring the consulting organization according to agile approaches based on the "Spotify Model",
- Individual agile coaching of employees,
- Project analysis of existing agile projects, and optimization of existing consulting services,
- Continuous organizational monitoring, and adaptation of organizational development.

Curriculum Vitae

12/2021 – 07/2023

Sector:

Automotive

Topic:

Development of an innovative automotive organization

Role:

- Epic Owner Coach
- SAFe Coach

- 1on1 management coaching focusing on leadership in agile scaled environments,
- Support and execution of the Epic Owner role for 6 Agile Release Trains (HW+SW),
- Design of the implementation roadmap for an innovative sub-product,
- Development of product features considering quality through the DoD (Definition of Done),
- Coordination and scheduling of all features with the responsible Product Managers/Owners in development,
- End-to-End testing of all commissioned features,
- Optimization of the assembly line based on the newly introduced vehicle architecture,
- Enhancement of innovation requirements with different brands and departments,
- Introduction and moderation of cross-brand and cross-departmental coordination for innovation topics,
- Co-design, implementation and maintenance of customized Atlassian tool structures with Confluence and Jira.

07/2021 – 12/2021

Sector:

Automotive

Topic:

SAFe Portfolio and Multi-ART

Implementation

Role:

Agile SAFe Coach

- Creation of a SAFe portfolio design for the integration of a total of 5 Agile Release Trains and an overarching portfolio level,
- Development and implementation of the Content Readiness Journey in preparation for cross-train PI planning,
- Coordination of portfolio epics and ART features for cross-ART product development,
- Training and coaching of the portfolio and ART key roles (SAFe PO/PM®, SAFe Scrum Master®, SAFe for Teams®),
- Administration and coordination of the "Confluence" and "Jira Hive" instance,
- Coordination of ART PI planning,
- Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.

Curriculum Vitae

<p>09/2019 – 12/2020 Sector: Insurance Topic: SAFe Agile Release Train Optimisation Role: Release Train Engineer</p>	<ul style="list-style-type: none"> • Coordination of an agile release train consisting of 6 developer teams and one system team • Project coordination with stakeholders (board of directors and user groups) • Facilitation of the development cycle at the program level • Optimisation of the KPIs • Coaching the Product Manager, Product Owner, System Architect and Scrum Master • Implementation, measurement, and evaluation of train metrics such as throughput time, waiting times, etc. • Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.
<p>02/2019 – 08/2019 Sector: Taxation/IT Topic: Restructuring of an Agile Structure and Process-Oriented Organisation Role: Agile Coach</p>	<ul style="list-style-type: none"> • Implementation and coaching of the change team • Determination of the status quo through a series of interviews across all hierarchical levels • Coaching at division and department level • Roles definition of the organizational structure • Designing the process-oriented organisation based on an agile "backlog cascade" for 15 teams. • Scaling the agile organisation according to Scrum Kanban • Individual team development and coaching • Role-specific development and coaching,
<p>09/2018 - 01/2019 Sector: Telecommunication Topic: Agile Transformation of the Digital Organisation Rolle: Agile Coach Lead</p>	<ul style="list-style-type: none"> • Status quo survey using the "Trafo-Model" ® by HR Pioneers • Coaching of the Scrum Masters, Product Owners and team members • Leading the agile coaching team • Facilitation of transformation challenges with executive board, • Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.

Curriculum Vitae

<p>09/2016 - 08/2017 Sector: Automotive</p> <p>Topic: SAFe Implementation</p> <p>Role: SAFe Coach / RTE</p>	<ul style="list-style-type: none"> • Introductory training for management to the Scaled Agile Framework (SAFe) • Operate certification of selected stakeholders as Scaled Agilist (SA) • Implementation of the first two Agile Release Trains • Preparation, implementation and optimization of PI planning meetings • SAFe key roles coaching at program level • Creation of a community of practice for the SAFe key roles at program level, • Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.
<p>09/2015 - 05/2016 Sector: Automotive</p> <p>Topic: Implementing SAFe Globally</p> <p>Role: SAFe Coach / RTE</p>	<ul style="list-style-type: none"> • Workshop design for the global introduction of SAFe in Germany, Mexico, Slovakia and Singapore • Coaching of country managers in the implementation of the global SAFe introduction. • Introductory training for management to the Scaled Agile Framework (SAFe) • Operate Certification of selected stakeholders as Scaled Agilist (SA) • Implementation of the first Agile Release Train • Preparation, implementation and optimization of PI planning meetings, • Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.
<p>06/2014 - 08/2015 Sector: Telecommunication</p> <p>Topic: Integration of agile approaches in the classic product development process</p> <p>Role: Change Manager & Agile Coach</p>	<ul style="list-style-type: none"> • Design and implementation of an agile value chain • Integration of the new agile value chain approach into the classic organization-wide product development process. • Facilitation of meetings with participation across all hierarchy levels (from the board of directors to the developer) • Coupling of agile working methods - horizontal (across teams) with vertical (across hierarchies) • CIP of the project management method.

Curriculum Vitae

<p>02/2014 – 06/2014 Sector: Retail</p> <p>Topic: Agile development in combination with on- and offshore teams (Germany + India)</p> <p>Role: Agile Coach</p>	<ul style="list-style-type: none"> • Head of the coaching team • Coaching 5 Teams with each 5-7 employees • Training of German and Indian employees in agile methods (Scrum and Kanban) • Conflict management workshops. • Establishing a communication structure. • Coaching of the company's internal project management method. • Evaluation of the agile change process and reporting to senior management, • Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.
<p>05/2013 – 12/2013 Sector: Insurance</p> <p>Topic: Introduction and scaling of agile methods in the SW department</p> <p>Role: Agile Coach</p>	<ul style="list-style-type: none"> • Status quo analysis of agile working methods • Setting up agile project structures based on Scrum and Kanban • Coaching of roles and responsibilities in agile projects. • Conflict management between IT and other departments • Scaling of agile working methods over several hierarchical levels based on the "Scaled Agile Framework" method. • Reporting to board level, • Shaping, implementing, and maintaining a tailored Atlassian tool structure with Confluence and Jira.
<p>10/2012 – 01/2013 Sector: Automotive</p> <p>Topic: Process improvement for car headlights development</p> <p>Rolle: Process-Analyst & Agile Coach</p>	<ul style="list-style-type: none"> • Survey interview series to determine process status quo • Evaluation of the process activities • Mapping activities based on the department-specific goals • Conceptual design of the target process architecture • Establishment of gap analysis from status quo to vision • Introduction of metrics and measurement tools in order to track progression

Curriculum Vitae

07/2012 – 02/2013

Sector:

Real Estate

Topic:

Requirements Management

Role:

Process-Analyst & Agile Coach

- Implementation of Scrum for a project collaboration consisting of German (agile) and French (waterfall) locations
- Structure and implementation of the requirements management as product backlog
- Coaching of the German and French project managers.
- Support and optimization of existing project activities.

10/2010 – 04/2011

Sector:

Petroleum

Topic:

Global SAP Implementation

Role:

Change Management Consultant

- Facilitation of organisational change from a customer communication perspective within a global SAP changeover,
- Implementing specific aspects of the "IBM Better Change Method"
- Coordination project implementation progress for different functionalities (like purchase, retail, storage, tax and currency, billing etc.) over different 6 countries in Central Eastern Europe
- Facilitate a smooth and precise application changeover and employee usage