

Curriculum Vitae

Personal data

Claudio Porcelli

Born in: 1986

Located in: Hamburg (Germany)

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I am

a transformation partner supporting organizations in building clarity, alignment, and execution strength during periods of change, leveraging agile and iterative ways of working as practical enablers.

Since 2010

I have helped companies make transformation not only structurally sound, but truly effective by engaging people at every level. As a business coach, I work with team members, middle management, and executive leadership alike — providing direction, strengthening trust, and activating ownership.

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
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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
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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.

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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:

- Org. 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 „

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Project Experience

03/2025-12/2025

Sector:

E - Commerce

Topic:

Independent Agile & AI Enablement Advisory

Role:

Strategic Agile & AI Advisor

- Advisory support for leadership teams on integrating AI-assisted workflows into existing agile operating models
- Exploration and structured validation of generative AI use cases in knowledge work (documentation, requirements, reporting, backlog preparation)
- Design of lightweight experimentation frameworks to evaluate productivity and quality impact of AI-supported work processes
- Facilitation of workshops to adapt agile ceremonies and estimation logic in AI-assisted environments
- Development of governance guidelines for responsible AI usage in regulated and semi-regulated industries
- Definition of measurable success criteria (cycle time, documentation effort, transparency) to assess impact of AI integration
- Alignment of AI initiatives with broader transformation and operating model roadmaps

12/2023 - 09/2024

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.

12/2023 - 03/2024

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.

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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.

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| <p>09/2019 – 12/2020</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</p> <p>Sector: Taxation/IT</p> <p>Topic: Restructuring of an Agile Structure and Process-Oriented Organisation</p> <p>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</p> <p>Sector: Telecommunication</p> <p>Topic: Agile Transformation of the Digital Rrganisation</p> <p>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. |

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08/2017 - 08/2018

Sector:

Pharma

Topic:

Strategic Corporate Transformation
& Agile Operating Model
Implementation

Role:

Change & Agile Transformation
Lead

- Led a board-sponsored strategic realignment initiative in close collaboration with executive leadership
- Designed and established a cross-functional change team as the operational backbone of the transformation
- Structured and prioritized all change initiatives within a centralized transformation backlog aligned with executive sponsorship
- Defined new roles, responsibilities, and governance structures to sustainably embed the future organizational model
- Translated strategic portfolio themes into concrete, actionable implementation packages
- Introduced an iterative transformation framework (PDCA-based, inspired by Scrum principles) to drive structured change execution
- Implemented KPI-based progress tracking, including quarterly executive review sessions
- Broke down historical silos by clarifying interfaces and responsibilities between corporate, marketing, medical, and policy-related functions
- Established transparent communication formats to ensure alignment and stakeholder engagement throughout the transformation
- Enabled measurable impact validation through iteration reviews and continuous adaptation of transformation initiatives

09/2016 - 08/2017

Sector:

Automotive

Topic:

SAFe Implementation

Role:

SAFe Coach / RTE

- 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.

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09/2015 - 05/2016

Sector:

Automotive

Topic:

Implementing SAFe Globally

Role:

SAFe Coach / RTE

- 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.

06/2014 - 08/2015

Sector:

Telecommunication

Topic:

Integration of agile approaches in the classic product development process

Role:

Change Manager & Agile Coach

- 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.

02/2014 - 06/2014

Sector:

Retail

Topic:

Agile development in combination with on- and offshore teams (Germany + India)

Role:

Agile Coach

- 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.

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| <p>05/2013 – 12/2013</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</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 |
| <p>07/2012 – 02/2013</p> | <ul style="list-style-type: none"> • 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. |
| <p>10/2010 – 04/2011</p> | <ul style="list-style-type: none"> • 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 |

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