



# VERA ROIDL

Scrum Master | Agile Coach | Lecturer

## **ABOUT ME:**

To enable, motivate and inspire people is my Ikigai: Scrum Master and Agile Coach with strong analytical, communicative, methodical and social competences. Hands-on mentality paired up with deep knowledge concerning Stats, UX, Machine Learning and Deep Learning.

# Curriculum Vitae – Vera Roidl

## Scrum Master | Agile Coach | Lecturer

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### Personal Details

Name	Vera Roidl
Adress	Grohmannstrasse 14, 80933 Munich
Date of Birth	August 17 <sup>th</sup> 1975
Phone Number	+49170 6720393
Email Adress	vera.roidl@outlook.com

### Work Experience

Since Nov 2023	<p>Scrum Master, Agile Coach, UX Evangelist, Lecturer, Coach</p> <p><i>Self employed</i></p> <p><i>Coach and Lecturer</i></p> <ul style="list-style-type: none"><li>· <i>Delivering classes for Scrum and project management at FOM Univeristy Munich</i></li><li>· <i>Supporting Clients as Life- and Recovery Coach</i></li></ul>
June 2023 – Oct 2023	<p>UX Manager at OTTO</p> <p>QUESTAX AG</p> <p><i>UX Manager at OTTO, responsible for Data Analysis and Visualization, hosting UX Studies</i></p> <ul style="list-style-type: none"><li>· Supporting Diary UX Test</li><li>· Deriving information from daily updated Data and visualizing it via PowerBI</li><li>· Developing Tools with focus on UX friendliness and efficiency</li></ul>
Nov 2021-May 2023	<p>Scrum Master/Agile Coach, UX Evangelist, Data Scientist, Lecturer,</p> <p><i>Self employed</i></p> <p><i>February 2022 – May 2023: Agile Coach in a transformation and Data Migration project for a major German logistics supplier</i></p> <ul style="list-style-type: none"><li>· Main Scrum Master/Agile Coach for the development teams</li><li>· Developing Tools with focus on UX friendliness and efficiency</li><li>· Monitoring UX throughout the teams and tracking it empirically</li><li>· Deriving strategies to enhance UX and Customer Satisfaction</li><li>· Preparation and representation of teams in steering committees</li></ul>

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Nov 2018 – Okt 2021

Scrum Master/Adult lecturer Scrum and agile methodologies/frameworks, Data Science, Design Thinking, PRINCE2®, PRINCE2 Agile®

*COMCAVE GmbH and karriere tutor®*

- Main Scrum Master: Responsible for delivery of Scrum classes
  - Supported approximately 800 participants by preparing for and earning job-relevant recognized certifications (Scrum and PRINCE2/PRINCE2 Agile) and re-enter the workforce
- Responsible for Scrum class design and project management class design
- Coaching and Mentoring 1:1:
  - Preparing Junior Scrum Master for Job Interviews
  - Teaching facilitation techniques

Apr 2018 – Okt 2018

Receiving PST training for Scrum.org and upskilling, Vocational training

- Entrepreneurship: founded a health-care tech start up
- Agile competencies: Started my journey as an official [scrum.org](https://www.scrum.org) PST [professional scrum trainer
- Facilitation: deepend skills concerning training in facilitation techniques suitable for New Work environment

Jun 2014 – Mar 2018

Scrum Master, Senior Data Scientist

*teradata Germany/teradata Switzerland*

Agile Project Management:  
Rapid Prototyping, Machine Learning, Big Data

.Jan 2010 – May 2014

Data Scientist focus UX and market research, Trainer, Agile Project Manager

*Self employed*

- delivery and planning of 200+ trainings IBM SPSS® Statistics and statistical methods, VBA and MS Office, process optimization
- supported work on scientific papers (complex statistical evaluations and questions like SEM-PLS, Neuronal Networks, data preparation, data quality and reliability, interpretation of analytical results) in the context of diploma, bachelor, master and doctoral theses.
- Project management

Apr 2007 – Dec 2009

Analytical Consultant for UX and Market Research

Gruppe Nymphenburg Consult AG

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- Connecting neuro science and behavioural science and developing types for personas
- Created a tool for handling implicit answering behaviour

Jan 2005 – Mar 2007

Data analyst for UX/Market research

TNS Kantar

- Evaluation and further development of a customer tracking study for a german telecommunications provider
- Conducting qualitative and quantitative UX reasearch and deriving insights mainly in the fields of telco, retail, DIY markets

## Education

Mar 2000- Jan 2005

Economics (Diploma)

LMU Munich

- Thesis: *Impact of the transformation in the eastern bloc on biological prosperity – an empirical analysis*
- Main Areas of Interest: econometrics, advanced statistics, machine learning, hidden layer models

Nov 1995 – Dec 1999

Social Work (pre-Diploma)

University of applied Sciences Darmstadt

- Main Areas of interest: Youth and Adult education, client-centered psychotherapy (client-centered interviewing according to rogers)

## Certifications

- Business and Life Coach (ICF Standards, 9 months of education)
- PRINCE2® Foundation, PRINCE2® Practitioner, PRINCE2 Agile®
- Professional Scrum Master I + II (scrum.org)
- Professional Product Owner I (scrum.org)
- Instructor (Chamber of Commerce and Industry, AEVO)

## Skills

Hard Skills

- 10+ years Agile Project Management/Scrum Master /Developer [Scrum, Kanban, Nexus, Lean Start Up], traditional project management, hybrid project management
- 5+ years Agile Coaching and Coaching (client centred)
- Data Science: AI, Machine Learning and Deep Learning, NLP [natural language processing], Neuronal Networks, parametrical and bayesian statistics
- Knowledge of frequently used software and technical environments like Python, R, IBM SPSS®, Keras etc.
- UX research, behavioural Data Science
- Data managemnt, ETL, DB management, Big Data technologies like hadoop environment

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### Soft Skills

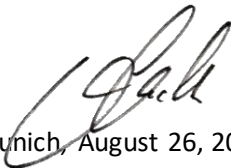
- Team work and Servant Leadership
- Blending theoretical background and hands on mentality
- Strong facilitation and coaching skills
- High intrinsic motivation and able to motivate others
- Empathetic and with a very positive attitude towards life
- Client-centered therapy according to Carl Rogers

### Memberships

- Full member of the BVM, professional association German market and pollster e.V.
- Member IAF

### Further Areas of Interest:

Rabbits, writing, yoga, planting, photography, climbing and all sorts of statistics



Munich, August 26, 2024,  
Vera Roidl