C.V.

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Name	Hendrik Kaiser
Born	11.02.1978
Nationality	German

Technical Project Management
12/2020 – 09/2022

ida GmbH (Leipzig)

- o **Client:** MDR and KiKA
- o **Team:** Agile DevOps team of 12 employees
- o **Project:** Google Cloud Migration
- o **Tasks:** Planning and steering project kick-off and transfer to an agile approach, Stakeholder communication and reporting towards MDR and KiKA, DevOps Migration Tasks, Requirement Management (e.g.: Backlog prioritization, Story Definition)

Client Service Partner
02/2020 – 12/2020

kloeckner.i (Berlin)

- o **Client:** Kloeckner & Co
- o **Project:** Kloeckner Assistant
- o **Team:** Agile Product and IT team of 21 employees
- o **Tasks:** Supporting Product Development in communication with global business units, aligning midterm planning with all internal development units, roll out new feature prioritization process to all countries

Product Owner
03/2019 – 02/2020

AOK Bundesverband (Berlin)

- o **Project:** AOK Bonus App
- o **Team:** Country AOK's and service providers
- o **Task:** Planning and feature prioritization, regular status calls with country AOK's, steering IT service providers for app development and data centres, tools: Jira / Confluence

Account Management
02/2019 – 07/2019

interactive tools (Berlin)

- o **Client:** LIEBHERR
- o **Project:** Maintenance of the global LIEBHERR website
- o **Team:** Interdisciplinary and agile IT team of 18 employees
- o **Tasks:** point of contact between client and agency, feature definition, backlog refinement, proposal preparation, release planning, midterm and resource planning, staffing

Technical Project Management 10/2017 – 10/2018	o **Challenge:** Highlevel overview of all operations within the account **DIGIDEN (Berlin)** o **Client:** Deutsche Wohnen o **Project:** Intranet solution based on Drupal o **Team:** Agile team with 7 specialists o **Tasks/Challenge:** Requirement and User Story management, SCRUM master, Technical Key Accounting, pitching, high technical involvement, support Development Operations via GitLab, Docker and Ansible

Technical Project Management
10/2017 – 10/2018

o **Challenge:** Highlevel overview of all operations within the account **DIGIDEN (Berlin)**

o **Client:** Deutsche Wohnen
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Freelance Account and Project Management
05/2017 – 09/2017

Digitas LBI (Cologne)

o **Client:** Daimler *https://www.daimler.com/*
o **Projects:**
  o Relaunch Daimler CASE: *https://www.daimler.com/case*
  o Redesign of the global Website: *http://daimler.com*
o **Team:** Expectation management for several Daimler stakeholders from the global team and from Daimler IT, steering a team of 11 interdisciplinary specialists on the agency side
o **Tasks/Challenge:** Client workshops - preparation and execution, steering creative concept, planning and steering of technical realisation, cost controlling, working with distributed teams in Stuttgart, Köln and Berlin, hard deadline: in only 5 months from the creative pitch to the final website approved and running within the Daimler IT

Freelance
Project and Account Management
UX-strategy and -design
09/2016 – 04/2017

CB.e (Berlin)

o **Client:** network operator 50Hertz *https://www.50hertz.com/en/*
o **Projects:**
  o "Virtueller Schreibtisch" (Drupal): Intranet platform for employees to make running projects more transparent
  o "Hinweisplattform" (Ruby on Rails): Map application for indications helping to build powerlines throughout Germany
o **Team:** 14 specialists from creative and technical disciplines
o **Tasks/Challenge:** Client workshops - preparation and execution, planning and steering creative and technical tasks, cost controlling, risk management, complicated stakeholder environment
o

Technical Interim Management
04/2016 – 08/2016

Startup GEENEE.me (Berlin)

o **Client:** *https://geenee.me/*
o **Team:** 12 specialists from creative and technical disciplines
o **Tasks/Challenge**
  o Organisational and strategical consultancy within a proof of concept phase and getting the first business case running profitably.
  o Interim leadership for the technical teams iOS/Android App and the Backend for the image and video recognition.
  o SCRUM Master steering via JIRA and Confluence
  o Stakeholder management between the founders, the managing director and the investors.
  o Start-up in stagnation: Analysing development goals and processes, successfully increasing development progress, SCRUM optimisation, moderating founder commits matching developer goals

Programme Director
10/2015 – 03/2016

AKQA (Berlin, Amsterdam, London)

o **Client:** BMW/MINI
o **Team:** ca. 50 specialists coming from several disciplines
o **Tasks/Challenge**
  o Shifting the BMW/MINI Account from London and Amsterdam to Berlin and finishing the global Relaunch within a stabilisation phase.
  o In time relaunch completion of the global MINI website within a complex stabilisation phase (KANBAN with JIRA)
  o Managing the procurement part within a pitch to prolong the account for the next 5 years.
  o Managing a large number of tasks in a very short time
  o Managing a large number of hand overs within the team
  o Changing processes within the account
  o Global campaign management with Jung von Matt
  o Requirement management in corporation with the BMW IT

**Senior Project /
Product Manager /
Scrum Master**
12/2013 – 09/2015

Kieback&Peter (Berlin)

o **Client:** German medium-sized enterprise / approx. 1000 employees
  http://www.kieback-peter.de/de-en/
o **Team:** 17 full-time involved specialists / 42 people with part time involvement
o **Tasks/Challenge**
  o Leading an innovation project within a change environment
  o SCRUM Master and Product Owner via JIRA and Confluence
  o Requirement management
  o Analysing software based in QNX for building automation and building management, which has been growing for 20 years.
  o Creating a new redesigned user web interface accessing the old software core via REST
    o Budget: 6 Mio Euro
    o Overall run time: 4 years
  o Specification of a REST interface with distributed teams in Krefeld and Kiel
  o Regular reports to the board level

Freelance Senior Project Manager
09/2010 – 11/2013

- European Parliament – Social Media Newshub
  - Project Management between the client, the ATL agency, contractors and the internal APERTO team
  - Delivering 3 creative pitch concepts produced in parallel
  - Implementation of semantic search engines
  - *http://www.epnewshub.eu*

- DHL - International Mobile Website:
  - Steering a senior development team as SCRUM Master
  - *http://m.dhl.co.uk*

- Government of Baden-Wuerttemberg:
  - Client workshops - preparation and execution
  - Project Management and successful Go-Live in time and budget
  - *http://beteiligungsportal.baden-wuerttemberg.de*

- Departmentstore Quartier 206 / eCommerce shop solution
  - Steering a freelance team
  - Creative and technical realisation
  - 2 years project time
  - *http://www.dsq206.com*

- Bioland Relaunch
  - Client workshops - preparation and execution
  - Technical project management
  - *http://www.bioland.de*

- Project management for a national online campaign:
  http://www.ihre-aerzte.de

- Non commercial
  - Club member
  - Pro bono project management
  - *http://yoursiblings.org*

- McDonald's: online campaign „Tag der Ausbildung"
  - Steering a creative campaign on time
  - Contractor management for comics and voice recordings
  - Steering a banner production

- SWISS Airlines: Android flight booking app
  - Steering the development including the flight booking mechanism

- FORK Unstable Media:
  - Internal trainer for the project management team

Senior Project Manager
12/2008 – 08/2010

aperto (Berlin)

- Multi-project management (coordination of a project managers team)

Account Management:

- Federal Ministry of the Interior
    - Maintenance and ongoing development of the website: _http://www.bmi.bund.de_
    - Concept-Development, design and development of BMI-Mobil together with aperto Move

- Federal Foreign Office
    - System maintenance for 232 foreign agencies.
    - Composition of a social media guideline

- Federal Ministry of Family, Senior Citizens, Women and Youth
    - Successful pitch for the campaign „Lohngleichheit in Betrieben"
        - Representation of Aperto in a bidding syndicate
        - Responsible for the production of:
            - _http://www.logib-d.de_

- Federal Ministry of Food, Agriculture and Consumer Protection: _http://www.bmelv.de_
- Berliner Helden: _http://www.berliner-helden.com_
- Initiative Neue Soziale Marktwirtschaft: _http://www.insm.de_
- Federal Office of Migration and Refugees: _http://www.bamf.de_
- Forschungszentrum Jülich: _http://www.fz-juelich.de_
- Zoll: _http://www.zoll.de_

Project Manager
09/2006 – 08/2008

denkwerk (Cologne)

Online support for Nokia retailer / Project management for the Nokia POS Shop – the online shop for Nokia retailer

- Consulting the client in aspects of concept-development and design
- Coordination of the development team
- Project controlling, proposal calculation
- Coordination of Nokia Germany and Nokia Finland and external companies
- Writing proposals and planning resources
- Coordination of the maintenance team (concept, design, development)
- Development of several microsites

Project Manager
08/2004 – 06/2006

Kalteswasser Multimedia (Sofia/Bulgaria)

- Lead of the production team in Sofia / customer coordination in Germany
- Projects:
    - Micro site „Aktien-WM" for *http://www.deraktionaer.de*
    - 2D and 3D animation for NAVTEQ Germany
    - Web Based Training for BASF

University
04/1999 – 03/2004

University of Applied Sciences (HTW) Berlin

- Degree in International Media and Computer Science
- Main subjects: Programming, Media, Design, Business, English

Languages

German / English

Hendrik Kaiser

Berlin, 24.10.2022