

crisp.

Curriculum Vitae

2024
David Barnholdt



Transformation Coach

Product Coach

Empowered Product Team Evangelist

Trainer

Agile & ICF Coach



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About Me

I am a highly experienced Agile and transformation coach with over a decade of success in driving change within organizations. My passion is to inspire teams and leaders to become more creative, innovative, and customer-oriented, ultimately achieving higher performance and value delivery.

With a proven track record of coaching both development and management teams across a wide range of industries—most notably in banking, telecom, and startups—I specialize in agile transformations and fostering empowered product teams. My coaching philosophy is rooted in creating environments where individuals can unleash their creativity and reach their full potential, resulting in transformative business outcomes.

Key Expertise

- **Empowered Product Teams coach:** Coaching organizations to adopt Lean/Agile practices across all levels, from top management to development teams.
- **Transformation & Agile Enterprise Coaching:** Guiding large organizations through complex agile transformations, aligning strategies with operational excellence.
- **Leadership & Professional Coaching:** PCC-level (ICF) coach with extensive experience in 1-on-1 and team coaching.
- **Training & Mentoring:** Delivering customized workshops and public classes on Agile, Lean, and leadership topics.

Notable Achievements

- **Cytiva AB (2024–Present): Empowered Product Team Coach.** Helped develop a 5-year strategic vision, improved collaboration, and facilitated role expectation workshops leading to enhanced value delivery.
- **Strålfors AB (2022–2023): Agile Enterprise Coach.** Conducted Agile Leadership training, initiated continuous improvement, and worked with management to establish an organizational vision.
- **SSG AB (2021–2022): Empowered Product Team Coach.** Conducted a current state analysis and facilitated improvement experiments. Collaborated with the management team to define an organizational vision and create a setup for empowered product teams, leading to improved team alignment and productivity.

Client feedback

“David was one of the first agile coaches at Handelsbanken and he has done a tremendous work getting Handelsbanken to be more agile, efficient and human. “

- Jens Wedin, Change Lead, Handelsbanken AB

"David's coaching transformed the way our teams collaborate. His ability to guide leadership and foster empowered product teams was instrumental in our success."

— Erika Boije, Development Manager, Bambora AB

"I have gained new tools to try, great inspiration, and a better understanding of how to work as an agile leader!" - Joakim Orrhult, Kentor, after Agile Leadership training with David

Engagements

2024-	Cytiva AB
2022-2023	Strålfors AB
2021-2022	SSG AB + NETS AB
2021	Tillväxtverket
2019-2021	Tele2 AB
2019	eBay, Nordea, EF, PWC, Swedbank
2016-2018	Handelsbanken AB
2016-2017	Swedbank AB
2015-2016	Bambora AB
2012-2015	SEB AB
2011-2012	Ericsson AB
2010-2011	Svenska Spel AB
2009-2010	SVT Interactive

Certifications & Education

- **Bachelor of Science** in Computer Science, Uppsala University, Uppsala, Sweden, 1991
- Professional Coach ACC (Leapfrog)
- SPC, Safe Program Consultant
- CAL, Scrum Certified Agile Leader
- Fifth Discipline - System thinking, Peter Senge,
- CSPO, Certified Scrum Product Owner, Jeff Patton
- Problem Solving Leadership, Jerry Weinberg
- CSM, Certified Scrum Master
- Coaching Agile Teams , Lyssa Adkins
- Creating Results Based Teams , Christopher Avery

Training

Teaching and training is a big part of what I do. Most of the time I do internal training for clients and customized classes, but also public training as part of Crisp's offering. Here are some examples:

Classes & Programs

Introduction to Agile

An introduction to Agile, Scrum, Lean and Kanban for team members, managers or anyone that wants to learn about it.

Empowered Product Teams Leadership program

Leadership skills to develop and sustain an Empowered Product Teams organization

Agile Leadership

What leaders who wants to exchange driving for results to create environments that generates results needs to know

Agile Management

Approaches and tools for the agile manager

Agile Project Manager

How to run projects as agile as possible

Scrum Master and Product Owner

Tailor made classes for developing Scrum Masters and/or Product Owners in their necessary skills.

Agile coaching

How to become an agile coach. Overview of all skills needed and training in some of the most important ones.

Agile coach program

6 month program to develop agile coaching skills

Short classes (1-4 hrs)

This is a selection of short classes I provide;

- Empowered Product Team way of working
- Vision, strategy and OKRs
- Agile requirements, Impact Mapping and User-Story Mapping
- Servant Leadership
- Becoming a high-performing team
- Scrum
- Kanban
- Agile Architecture
- Definition of Done/Ready workshop
- Effective retrospectives
- Creating and slicing user stories
- Introduktion to coaching
- Toyota Kata
- Working Agreements

Some of my clients



Engagements (selection of)

Cytiva AB, downstream software

Empowered Product Team Coach, January 2024 –

After a number of initial workshops and interview series, I have helped the product management creating a clearer Vision, strategy and strategic goals for the coming 5 years. I have trained leaders and teams in Product Discovery, and facilitated an ongoing change journey with 4 clear goals focusing on increased value delivery and a more attractive workplace. I also helped them with improving internal collaboration through some very well-received role expectation mapping workshops. I worked closely with the internal leaders and facilitators to ensure a sustainable continuous improvement.

Hitachi AB

Empowered Product Team Coach, August 2023 – December 2023

Together with my colleague Iyasu Ghirmai we conducted a current state analysis, followed by leadership and team-coaching to increase motivation and value-delivery.

IOVLabs

Empowered Product Team Coach, Mars 2023 – June 2023

Together with my colleague Michael Göthe, we conducted a current state analysis, and created a change program including some leadership workshop. This resulted in a number of trainings that Michael and Iyasu then provided for them.

Strålfors AB, Customer Support

Agile Enterprise Coach, August 2022 – Mars 2023

I have done a current state analysis, given Agile Leadership training to the management team, coached their teams and helped initiate and facilitate continuous improvements as well as helped the management team work out an organizational vision that they started working on with set targets for 2023. Tele2 AB, IT Consumer division

SSG AB

Empowered Product Team Coach, August 2021 – June 2022

Together with my colleague Mathias Holmström, I did a current state analysis, helped facilitate a number of improvement experiments, and helped the management team to work out an organizational vision and a setup for empowered product teams.

NETS AB

Agile Enterprise Coach, August 2021 – June 2022

Together with my colleague Joakim Sundström, I did a current state analysis, helped facilitate a number of improvement experiments and helped the management team of the Easy payment product to work out an organizational vision.

Tillväxtverket (Swedish Growth Agency)

Agile Enterprise Coach, January 2021– June 2021

I helped the agency with their COVID-19 aid project. Coached the 4-6 teams and the project management team and helped implement continuous improvement in this massive undertaking to support Swedish companies during the pandemic.

Tele2 AB, IT Consumer division

Agile Enterprise Coach, October 2019 – January 2021

I have been working with management and teams to improve the agility of Tele2 in their journey to become a disruptive and innovative organization. Some of the major achievements I've been part of setting up and facilitating at Tele2, are; Remote Big Room Planning with 800 participants, Remote User-Story mapping with 50 participants, Mobprogramming style way-of-working with 10 teams, Coaching teams to continuously improve

eBay, Nordea, EF, PWC, Swedbank

Agile Coach & Trainer, November 2018 – September 2019

I have had a number of smaller assignments helping companies assess their agility, giving Agile and Leadership classes, and preparing for agile transformations that will start during the autumn. I have also been a trainer in an Agile Coach program as well as a trainer in an Agile Leadership program.

Cont. Engagements (selection of)

Handelsbanken AB

Agile Enterprise Coach, September 2016 – November 2018

I have helped IT & business management finding paths to begin an agile transformation, growing a change team, coaching teams, and overall helping the bank in major transition to become Agile using SAFe.

Swedbank AB, Large Corporates and Institutions Division

Agile Enterprise Coach, August 2016 – February 2017

I helped the management team in this business unit to start their agile transition, trained them in change management and servant leadership, facilitated their work to identify value stream and set up a roadmap for using SAFe. I trained their teams in Agile and since I of time reasons could not engage further in their implementation I advised them in which other coaches to take help from.

Bambora AB

Agile Product Coach, September 2015 – September 2016

I helped this startup to explore opportunities to be faster and more value-driven. I coached the product-owner group and several teams and worked with the IT management.

Reference: Erika Boije, Development manager

SEB AB, Business Support Division

Agile Enterprise Coach, April 2012 – September 2015

I helped SEB IT to be more Agile. I assembled a change team, showed top management the benefit of an Agile transition, and got their commitment to the change. I worked with all parts of the IT organization together with business people from the division to inspire and support the change.

Reference: Henrik Magnusson, Senior IT Manager digital platform, driving change, implementing strategy SEB

Ericsson AB, WCDMA Division

Agile Trainer and Coach, September 2011 – April 2012

During the autumn and the first part of the spring I trained and coached more than 1000 Ericsson WCDMA employees in Lean and Agile, including the top management. This as a part of their big Agile transition.

Reference: Johan Strand, Ericsson WCDMA

Svenska Spel AB

Agile Enterprise Coach, September 2010 – June 2011

I helped Svenska Spel in a change from a project-oriented to a team-oriented organization. Working out a new agile way of working with management and coaching the organization in the transformation.

I “scrum-boosted” 5 development teams. I interviewed them, held classes in Scrum, Agile and Lean, and held several work-shops, and thereby facilitate creative change and refinement of their work processes.

Reference: Therese Ahlberg, Svenska Spel, Visby, Lars-Göran Back, previous Head of IT at Svenska Spel, Stockholm

Swedish Television, Interactive division

Agile Enterprise Coach and Developer, February 2009 – August 2010

I helped the team of teams to setup continuous improvements and create a theme oriented prioritization of their development support to the different parts of SVT they are supporting.

Technologies used: Java, Spring, Oracle, Python, Django, Weblogic Integration Server, Hibernate, Hudson

Reference: Frank Hoffsummer, head of development Swedish Television Interactive