crisp

Joakim Sundén

Consultant, Agile Enterprise and Transformation Coach, Speaker, Teacher.
Co-author of Kanban in Action.

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SUMMARY

Joakim is a very experienced Lean and Agile practitioner and coach. From 2011 to 2017 he worked as an Agile Coach at Spotify where he was part of a group of people working together with the CTO to develop a new approach to Agile at scale, aka "The Spotify Model" with Tribes, Squads, Chapters and Guilds, as the company grew from 10 to over 200 teams.

Joakim is frequently speaking and training on topics such as Agile at Scale, Spotify, Empowered Product Teams and Organizations, Agile Leadership and Strategy (e.g., OKRs).

Joakim is the co-author of Kanban In Action (Manning, 2014, also available in Chinese and Japanese).

He now lives in Uppsala, outside of Stockholm, Sweden with his wife and their four kids.

SELECTION OF ASSIGNMENTS CONSULTING FOR CRISP

Nexi Group (originally Nets Group), Stockholm   **Aug 2021- Present**
Helping the CPO of Group eCom and their leadership team with an improvement journey towards empowered and high-performing product teams.

Länsförsäkringar, Stockholm   **April 2020-March 2022**
Assessment of recently started Lean-Agile transformation using SAFe, conducting ca 60 interviews and running workshops with the executive team. Part of recommendation was to set up a hub-and-spokes Lean-Agile transformation team where I then assumed the role of Lean-Agile expert. As part of that team I helped the executive team establish clear direction and change story, helped introduce Lean Portfolio Management and helped accelerate the start of 10 SAFe Agile Release Trains. Delivered Leading SAFe, SAFe Scrum Master, and SAFe PM/PO trainings.

Telenor Group, the Nordics and Asia   **March 2020-Nov 2020**
Developed and acted as teacher and coach in Telenor Advanced Expert Journey, two development programs for 100 promising Product Owners and Scrum Masters in Telenor Group's nine business units in the Nordics and in Asia.

Edge Gravity/Ericsson, Lviv/Montreal   **Dec 2019-Jan 2020**
Assessment and introduction of SAFe, including training dozens of people, in a highly distributed product development organization.

Telenor Sweden, Stockholm   **February 2018-February 2020**
Business Architect/Organizational Design Consultant. Acted as Lean-Agile expert in the core change team supporting a change journey away from a plan-driven waterfall organisation towards "value stream funded" goal-driven Tribes with agile teams with close Business/IT collaboration. Drew on inspiration from SAFe and Spotify's approach to Agile at Scale and helped introduce Lean Portfolio Management, Big Room Planning, Objectives and Key Results.

Volvo VBS/Car Configurator, Gothenburg   **Oct 2017 - February 2018**

Improvement workshops with, and coaching of, leaders and Scrum Masters for multiple teams in the new Car Configurator project.

Telenor Sweden, Stockholm   **Sept 2017 - Jan 2018**

Helped senior management with organisational design of department, management and leadership roles, governance, etc. Advised agile transformation.

ABSA/Barclays, Cape Town, South Africa   **Nov 2017**

Agile at Scale training of managers, Scrum Masters, and other leaders.

Grindr, Los Angeles, USA   **Dec 2017**

Agile at scale and Crucial Conversations training, coaching and improvement workshops with CTO & CPO and their leadership teams.

Ubisoft, Disney/ESPN, Telenor Group, Raifeissen Bank International, SAP, Scania, and others

Shorter workshops, courses, keynotes, assessments, leadership programs, and more.

SELECTION OF COURSES I OFFER

Agile at Scale, Inspired by Spotify	Inspiring real world examples of how Spotify grew a dynamic learning organisation that continually reinforces a high-trust culture and supports highly engaged and empowered product teams.
Agile Leadership	How to lead and manage effectively in an Agile network organisation.
Agile Strategy with OKRs	Replacing top-down over-detailed slow plans with frequently co-created goals to execute strategy.
Agile Coach Program	Program for developing internal Agile Coaching capability and community.
Leading SAFe, SAFe for Teams, SAFe Scrum Master, SAFe Advanced Scrum Master, SAFe Product Owner/Product Manager	Certified SAFe Program Consultant
Intent-based Leadership	Licensed partner with creator David Marquet, author of leadership best seller "Turn the Ship Around!".
Extreme Leadership	Certified teacher by leadership guru Steve Farber, Extreme Leadership Institute
The Leadership Circle	Certified to work with TLC 360° Profile for effective leadership
Crucial Conversations	Certified teacher by VitalSmarts
Kanban in Action	Based on my book Kanban in Action

PREVIOUS WORK EXPERIENCE

Agile Coach at Spotify, Stockholm (2011-2015) and Boston (2015-2017) Aug 2011-Sept 2017
Joined Spotify in 2011 as one of the first Agile Coaches and worked together with the CTO and R&D Leadership to develop and introduce concepts like tribes, chapters, squads and guilds, aka "The Spotify Model" of agile at scale During six years of hyper growth I've worked with many different tribes (departments) and their management teams and dozens of different squads (delivery teams) in Stockholm, Boston, New York and San Francisco As one of Spotify's first coaches I helped lay the foundation for and develop a now 50+ people strong global agile coach group Coached Product Owners, engineering managers and other leaders as well as individual contributors Initiated and organized Spotify's first Hack Week Collaborated with Company and Strategy Operations to refine and implement Spotify's strategic aligment and deployment aka Spotify Rhythm (Priorities & Achievements, Objectives and Key Results, etc) Acted as Agile Guild Coordinator, accountable for global cross-tribe improvement, leading Agile community of practice Organizer and facilitator of several big retrospectives, offsites and unconferences, often involving over 100 people Trained hundreds of people in topics such as Scrum, Kanban, XP and all sorts of Agile Practices, Lean Problem Solving, facilitation, feedback, leadership and Crucial Conversations

Lean-Agile Coach, Avega Group, Stockholm   **Dec 2006-Aug 2011**
Initially engaged as software architect, developer, developer coach and mentor. From 2008 almost exclusively as Lean-Agile Coach.
Some of my engagements during this time:
- 2008-2009 Scrum Master/Agile Coach at H&M, working with three project teams to build a new interior ordering system. Trained and coached all team members in agile practices & principles, including XP practices such as TDD, Continuous Integration, Pair-Programming. Acted as Scrum Master on 1-2 of the teams. Developed a Kanban approach for software project delivery.
- 2009-2010 Agile Coach at ICA IT, developing and introducing a new development model based on Lean and Agile principles in a 300 people department. Trained and coached a dozen software development teams in Scrum and Kanban. Worked with leaders and the management team to improve value streams and team alignment & coordination. Lead the competence programs for Microsoft.NET and Lean-Agile knowledge areas, organizing dozens of internal and external workshops and seminars with invited speakers as well as presenting and running workshops myself.

Helped organize internal conferences and "unconferences", facilitating full day Open Spaces with 300+ participants.

Consultant, Sogeti, Stockholm   **Sept 2005-Dec 2006**
Certified Microsoft .NET Solution Architect , Microsoft.NET developer and developer mentor/coach. Lead the Microsoft.NET competence development group, organizing and delivering talks and seminars

Technical PM, System Designer & Developer, Nuevo, Stockholm   **2003-2005**
Lead the development and technical implementation of the web content management used for stockholm.se and all its subdomains (stadsdelar, förvaltningar). Technical project manager for all client work.

at ETC 2001 - 2003 (3 years) System Developer 2000 - 2001 (2 years)

Software Developer, ETC Produktion, Stockholm   **2001-2003**

Software Developer, Cubicfoot, Stockholm   **2000-2001**

EDUCATION

Uppsala university   **1993-2000**
History of science and ideas, Political Science, Economics, History of Economics, Literature, Philosophy
System Development, Object-oriented programming using Java and C++

OTHER

Member of Advisory Council (Ledamot, Insynsråd), Bolagsverket, Sundsvall   Dec 2017-
In December I was appointed by the government (Regeringen) to serve as a member of the advisory council (insynsråd) for the Swedish Companies Registration Office (Bolagsverket), a government agency which examines, registers and informs to ensure easy entrepreneurial activities and legal security for the trade and the business industry. The objective is to make a business start-up quick, easy and correct.