crisp.

Curriculum Vitae

2020

Yassal Sundman

Team Coach

Leadership Coach

Teacher

Mentor

Facilitator

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About me

Over the past 20 years I've had the opportunity to learn from different companies and contexts what distinguishes healthy, motivated, high performing teams from all the rest. I started my career as a full stack developer, working at companies that use agile methodologies, starting with eXtreme Programming and later Scrum in California. By 2010 I was taking on Scrum Master roles at my assignments, and I've been working as a fulltime team coach for the last 7 years.

I am passionate about team coaching. Supporting and helping teams reach their full potential. Finding ways to achieve organizational goals while developing people and teams. Making the impossible, possible, by deliberately setting and developing a high performance team culture. Supporting teams through periods of change and growth. Working hands-on with complex challenges by developing people and products.

How I can help you

- Happier, faster teams that are aligned to the company's goals
- Develop leadership teams that can lead and work cross-organization
- Product teams that grow successfully from one to several, that collaborate effectively and deliver high quality results
- Training Agile Coaches, RTEs, Scrum Masters, POs to reach their full potential and better support teams

Education and training

Bachelor of Science Highest Honors in Mathematics
Bachelor of Science Honors in Computer Science
Minor French, UC Davis, CA, USA 1999
ICF ACC – 2019
MHFA Certified Trainer - 2019

ACC
Associate Certified Coach
International Coach Federation

A selection of training:
- Foundations of Positive Psychology Specialization (Coursera - University of Pennsylvania)
- Art of Action - train the trainer (Stephen Bugnay)
- Radical Collaboration (Jim Tam, Malou Laureys)
- ICF Basic & Advanced Coach Training (Leapfrog)
- Group Coaching (Sara Widlert)
- Mental Health First Aid Certified Trainer (Karolinska Institutet)
- Adult Development (Thomas Jordan)
- Immunity to Change (Robert Kegan)
- Masterclass – What's next for agile (Dave Snowden)
- Lean Mindset (Mary Poppendieck)
- Coaching Agile Teams (Lyssa Adkins, Michael Spayd)
- The Agile Facilitator (Lyssa Adkins, Michael Hammon)
- Impact Mapping (Gojko Adzic)
- Story Mapping (Jeff Patton)
- Sociocracy 3.0 (James Priest)
- Coaching Beyond the Team (Esther Derby)

Focus Areas

- **Development and growth**: Holding the space for tough conversations and helping teams drive for greater commitment and accountability.
- **Deliberately developing teams**: Working with behavior to foster environments and team culture that encourage people and teams to be their best
- **Supporting leadership**: Growing leadership at every level of the organization and in each individual.
- **Coach**: Responsible for the setting the process for team and individual development. Working with the team as they define and work to achieve their goals.
- **Teacher**: Teaching teams to curate and develop their own coaching processes and guiding them in product management.
- **Facilitator**: Setting the environment for creative workshops and continuous improvement

Trainings and seminars that I lead

I teach the following 2-day courses, both as open trainings, and internally for companies on request, in Swedish or English

- Team Coaching Skills – Introductory course for team leads, scrum master, team coaches to take their skills to the next level
- Leading Product Teams – Advanced course for strengthening product manager, product owners and producers to create an environment where products and people can flourish

And the following programs – trainings in workshop form interleaved with hands on coaching over three to four months.

- Agile Coach Program – Deep dive into coaching individuals, teams and organizations in an agile context
- Product Manager Program – Learn how to collaboration cross organization creating clarity and alignment in product development

I also hold 1-2 hour inspirational seminars in:

- Coaching skills
- Successfully growing product teams
- Deliberately developing teams
- Cultivating culture and mindset

And half day training workshops

- Introduction Agile software development
- Introduction to Scrum for development teams
- Introduction to Product Ownership

Some of my clients

Assignments

King

Agile Coach February 2020 – present
Working in the New Games Studio to support a growing team (with 5 sub teams) as they develop a new product. As a member of the leadership team, ensuring that there are team metrics, that we're working towards the right goals, that we're improving team health. Supporting the team in the rapid transition to remote working. Facilitating retrospectives, team offsite, co-organized a game jam, and helping create the new ways of working needed to support the changing product.

Star Stable Entertainment

Coach and facilitator April 2020 – present
On demand coaching and facilitation for the Star Stable online product line.

Product Owner Training November 2019 – April 2020
A four month training program in product management skills for the product owners at Star Stable

Coach November 2018 – December 2019
Working with the Star Stable Online teams and leadership team, as well as the executive management team to set strategy and evolve the teams' ways of working.

RaySearch Laboratories

Agile Coach September 2018 – Dec 2018
Worked with the RayStation project management team to make improvements to the development and release process. Facilitated discussions for Functionality Owners, Scrum Masters and Testers to clarify the vision for the roles. Facilitated discussions with the nine development teams to converge on a common way of working.

LRF Media

Agile Coach August 2018 – December 2018
Coached the implementation of an agile work process for the development of digital content. Worked with one distributed delivery team and an organization with many stakeholders to enable alignment in vision and delivery. Supported the newly formed product management team and the delivery team in their new way of working.

Sovos TrustWeaver

Coach March 2018 - June 2018
Helped create more clarity for the organization in leadership, prioritization and processes. Leadership coaching for the CTO's team: Engineering, Operations and Support.

The assignment included setting up a more structured way of working with product development and one on one coaching with the leadership in the technology department.

King

Agile Team Coach – Candy Crush Friends, *2015 – 2017*
Worked as a team coach for a new game team in the Stockholm studio. Coached the game team as they grew from 8 people to 45+, split into 5 sub-teams. Improved stakeholder collaboration. Worked with the game leadership team (producers, business performance managers, team coaches) to define the direction for the game team. Focused on creating a living inclusive team culture that evolved as the team grew and the direction changed. Coached the other team coaches, introduced new team members into the group. Supported the team in merging old processes that worked with new ways of working based on our team needs.

Worked closely with the producers to ensure transparency for all the teams, including facilitating self-selection workshops as we grew, as well as weekly team meetings, whole team retrospectives, team building days, creative workshops and conversations with external partners.
Facilitated or presented and participated in several internal Agile community conferences. Hosted a biweekly Lean Coffee for the internal Stockholm Agile community. Contributed to the internal blog. Mentored and coached other team coaches.

Agile Team Coach – Candy Crush Soda, 2013 – 2015
Worked as a team coach in the Candy Crush Soda team. Helped the team (25 - 35 people) find direction and set achievable working goals to produce a game that was ready for release. Continued working with the team as they transitioned to a new phase with a successful live game. Facilitated several self-selection workshops as the team and the purpose and goals changed. Coached developers, artists, designers, testers and producers. Helped identify what the team's needs were and actively engaged external parties to enhance our cooperation.

Active in making sure that the team had working continuous integration builds and automated deploy builds. Helped make sure that the whole team was responsible for releasing by simplifying the release process, and increasing knowledge transfer by setting up a rotating release role each sprint.

Built a simple JavaScript system to support an Earth Hour campaign and a donation link for the Nepal Earthquake survivors. In the fall of 2015, worked on a virtual team to create a portal to help with the refugee crisis in cooperation with the UNHCR and Red Cross and Red Crescent.
Co-facilitated a Candy Studio game jam for 130+ people

SEB

Scrum Master, Agile Coach, 2013 – 2013
Scrum master and coach for a team new to Agile development. Also coached other teams that were moving to Agile as part of SEB's agile transformation.

SVTi

Scrum Master, Developer 2011 -2012
Scrum master for the "Children's programming" team. Helped ensure a successful migration of the website. As a member of the DevOps team iteratively improved the release process to enable automatic on demand deployment.

Project Place

Developer, Mentor 2012 - 2013
Python developer Implemented a new Mobile First, Responsive, Kanban board in the ProjectPlace application, using Python and JavaScript

Com Hem

Scrum Master, Developer, CM 2010 - 2011
Worked with the team responsible for migrating ComHem's website from a legacy WebLogic application to the CoreMedia CMS.

Sony Ericsson

Project Lead, Developer 2009 - 2010
Responsible for the technical proof of concept implementation of SiteSpect (a tool for multi-variate testing) for sonyericsson.com.

Developer, Mentor 2008 – 2009 Consultant via Avega
Worked as a developer on Sony Ericsson's website.

Y&D Sundman AB

Project Lead, Developer, Designer 2007 - 2008
Designed websites for two free-lance journalists. The sites were to be used as marketing tools.

Ariba (Mountain View, California)

Java Developer 2003 - 2005
Worked with Ariba's "Buyer" product. Redesigned the e-mail notification system.

Determine (San Francisco, California)

Developer 2000 - 2003
Designed and implemented "Personalized User Interfaces", functionality that allowed customers to easily integrate Determine's product into their own websites.

Niku (Redwood City, California)

Developer 1999 – 2000
Java developer for the company's enterprise application.