

Barbara Hallama Product Owner (Agile / Scrum)

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Background: Born 1965 in Bavaria, moved 1996 to Hamburg and live since 1999 in Berlin. I have 20+ years experience in the international Music-Business. Worked for international companies like Apple iTunes, google play music, Mixradio and also for Indie- and Majorlabels, at Start Up Businesses and Ad Agencies with more than 15 years experience in the digital world. I am an organizational wizard, networker, trailblazer, early adopter, future-seeker, talent scouting and DJ all rolled into one package. An archetypal digital person with a penchant for seeking out the newest, the coolest, the awesomest the Web and iOS have to offer.

Current: Product Owner (Scrum Master PSM I) for consumer products.

Previously worked mostly on the content side for upcoming music services. Over the years I got more and more into the technical side of products and services and I love working with data.

As a product owner I have the possibility to put all my skills into one place, helping to build a better product.

As an early adopter I was one of the first 3 employers iTunes hired for Germany, the first content person for google music and Mixradio in DACH. For KlassikRadio I was responsible for building the team and the content strategy for a streaming app for classical music. Since 5 years I'm publishing international MusicBusiness news on a daily basis. (Twitter: @BarbNerdy —> #Musicbiz) I'm digging the web on a daily basis, always on the hunt for good music AND good user experience (not only music).

Professional Career:

- March 18 – current **VILUA**, Berlin, Product Owner / Project Manager
- Developing people-centric prevention and care solutions
Client: TK (eCoach)
- Understanding and advising the customer on user and customer needs
 - Defining product vision, road-map and growth opportunities
 - Research and analyze the market, the users and the product roadmap
 - Translating the customer needs to the development team, writing tickets, sprintplanning, prioritizing the backlog
 - Elaboration of cost estimates
 - Planing of rescources
 - Project management tasks
- Sept 17 – Jan. 18 **DEMOS**, Berlin, Product Owner (Scrum)
- Software development for the various public participation platforms for local authorities for involving the public in urban and spatial planning
Working strictly with SCRUM methods for software development:
- Planning product release with all stakeholders
 - Writing epics and user stories
 - Prioritizing the backlog
 - Doing sprintplanning with the development team
 - Clearing the problems in daily stand ups with the development team
 - Testing
 - Backlog management, iteration of planning and elaboration of the user stories
- Got introduced (Python) into Machinelearning on a new, secret project
- June 16 – Dec. 16 **Klassikradio**, Berlin, Head of Content (Radio Streaming Service)
- Creating and developing the content strategy
 - Setting up a team of curators for the planned 100 channels (intern + extern)
 - Working closely with the product management and API team from 7Digital on the CMS and Content (Metadata etc.) but also on the product side
 - Negotiating with content providers, searching for missing content, metadata
 - Creating new playlists for certain moods, categories and/or genres
- Sept.15 – March 16 **Mixrad.io**, Berlin, Content Editor, Social Media Manager
- Creating new strategies according to analytics, user trends and the local/global music trends
 - Localizing the service and its existing playlists, highlighting existing content and adapting it for the German market on various platforms (web, Android, IOS and Windows phone)
 - Working closely with the product team in Bristol, testing new ideas, theories and concepts
 - Negotiate with content providers, searching for missing content, metadata clean up
 - Creating new playlists for certain moods, categories and/or genres
 - Creating social media content and campaigns (text & artwork)

Feb. 12 – today

HALLAMA.org, Berlin, Freelance

google play / access all areas: Editor in Chief (DACH)
(main client from '13 - '15)

- Gathering and delivery of a comprehensive, cohesive list containing all important, upcoming releases. The list provided support for the regional manager of Europe in negotiations with major labels and distributors.
- Maintenance of discography: content/metadata
- Authored over 300 playlists all genres/moods
- working closely with the product department either on the back- and frontend specific changes
 - Other Projects:** (provided in chronological order)
- Startup Camp 2017 – Eventmanagement (Feb – April 2017)
- Curating Music Business News for the news platform SCOPE
- Strategy + implementation for Bands and labels: Website, SocialMedia, Sales + Streaming strategy
- Piratenfraktion Berlin: Concept and realisation of the on- and offline campaign #Fahrscheinlos / Project- and teamlead for the new department: „Dialogorientierte Öffentlichkeitsarbeit“
- Music & Tech Fest Berlin/Paris '14: Member of the advisory board, Social Media and Eventmanagement
- Music-Pool Berlin: Workshop: „How to thrive as an artist in the digital jungle“
- Chaos Camp, Chaos Kongress '14/'15: Art&Beauty Team: Organizing the ChillOut areas at #31c3, #cccamp15 #32c3,
- Gründer-Garage '14 / MLove Conference 14: Event concept, content and realisation
- Startup-Camp '13: COO
- Bildbau AG, Berlin / actiworks, Munich: Interim Project Management
- Campus Party Europe, Berlin '12: Eventmanagement, Ambassador

Sept. 10 – Feb. 12:

Saint Elmo's Interaction, Berlin, Project Management

Account Management, Consulting, Communication, Project Controlling, Management of Resources, Timing of Projects, Concept

Projects:

- Tipi am Kanzleramt / Bar jeder Vernunft (Typo 3 Websites)
Concept, project/account management, realisation
- Möbel Höffner (project/account management)
 - Social Media Campaign
FB Fanpage, Apps, Monitoring, Editorial
iPhone App (concept)
- Eye Refresh / Bausch + Lomb (iPhone App)
project/account management concept, creation
- B2B Digital Trends Newsletter
 - concept for a digital trends newsletter for internal and external use

Nov 08 – Sept. '10

HALLAMA.org, Berlin, Freelance

Project and Event Management, Consulting, Digital Marketing, Campaigning, Social Media, Community Management, DJ and curator

Projects : (a selection)

- Compuccino, Berlin: Social Media for gamescom/Photokina
- re:publica09: COO + realisation
- BpitchControl Records: Business development & digital strategies
- Digital consulting for StereoTotal, Kissogram, Puppetmastaz
- Boardmember and organizer: SocialMediaWeek Berlin (2010), A2N, Berlin (2009 + 2010) with panels about „The Future of Music“, „Access vs Ownership“, „How does my recordstore feels today“

- Jan 05 – June 08: **Apple iTunes**, Berlin, Head of the Editorial (DACH)
- Editor-in-Chief for the German and Austrian *iTunes* Stores
- Content management, Programming all genres,
 - Content and strategic direction of the store (all genres)
 - Design and implementation of revenue-enhancing measures
 - Collaboration with the developer for further development of iTunes' own content management system (CMS)
 - Guidance and consultation for music labels
- Juni 03 – Jan. 05: **go_Disko***, Berlin, Product Management, Support
- FileMaker Software solution for labels, distribution, clubs and agencies
- Management, Customer Support, Documentation, Business Development
- Mai 99 – May 03: **HALLAMA.org**, Berlin, Freelance
- Promotion and Artist management, Booking, Event organisation, self hosted Radioshow on Twen.FM
- Projects: (a selection)
- *Loveparade '99* (Berlin): Assistant to the spokesperson at the largest event in Berlin (1,5M visitors)
 - *Mojo Club* (Hamburg): Organisation and booking
 - *Cyberradio Internet TV* (Hamburg): Content management, PR
 - Own events in Hamburg: *Pudel Club*, weekly club night at *Club Tempelhof*
- May 97 – May 99: **Polygram, Motor Music**, Hamburg, A+R, PR Manager
- Promotion (Print, Radio, TV) for artists such as Goldie, Andreas Dorau, Portishead, 4Hero, Unkle, Roni Size and others)
 - A + R (Elektromotor)
 - Organisation of showcases at Popkomm '97 and '98
- April 93 – April 97: **Disko B**, Munich, (Label), Booking Agent
- Establishing the *Disko B Booking* division for artists such as *DJ Hell, Dave Clarke, Blake Baxter, Monika Kruse* and many more. Organisation of worldwide tours and club gigs: *Ultraschall, Munich (Club) – Booker / DJ*
- Sep 84 – Mar 93: Working as draftswoman (mechanical engineering), Bad Reichenhall and Munich

Education:

- From 2008 till today Attended many Barcamps and digital conferences to improve my knowledge about all things digital (Product Management, UX-Conference, Content-Strategies, provided own sessions)
- May 05 – June 05: **Online Marketing** (with graduation at Cimdata Berlin)
- March 02 – June 03: **Event Management** (*Fachwirtin für die Messe-, Tagungs- und Kongresswirtschaft*, graduation from the IHK)
- Sep 81 – Jul 84: Qualification as **draftswoman for mechanical engineering**, Bad Reichenhall
- Sep 71 – Jul 81: Secondary school until graduation certificate (Mittlere Reife), Bad Reichenhall

Additional Skills:

Scrum Master Certificate PSM I

Software Skills:

Agile project management and bug tracking software (Jira, Confluence), various CMS, communication tools, basic knowledge in Photoshop, excellent in using Microsoft Office tools

Languages:

German: native speaker,

English: highly proficient in spoken and written form

Barbara Hallama: Kompetenz – Cluster:

Since the early 90ies I'm working on the different sides of the music & tech business. I had the pleasure to work for fantastic companies locally but also internationally for services like iTunes, google play music, Klassik Radio and many more. This experience paired with technical skills I'm a perfect match to make digital transformation easy and tangible for all participants.

Within the last year I changed my professional direction to become a kick ass Product Owner (Scrum) as this is the perfect role, where I can add all my skills into one role:

Project / Product Management/Organisation:

- Approach:
Always on the hunt for good products which are user friendly but also drive businesses
- Proven experience in digital projects In the fields of:
Agile Software Development, Content, Content Marketing, Social Media, Community Management, Analytical Insights, within the last jobs (Mixradio and Klassik Radio) worked closely with the Development Teams, to improve the services on usability, backend functionality and design
- Exceptional experience in building and leading local teams but also with teams, working remotely
- Excellent organization skills and the ability to meet deadlines, budgets and other goals
- Natural organiser, able to break something down into its constituent parts and plan how best to prioritise and execute on these
- Independent and self-motivated; able to prioritize workload, working independently as part of a team
- The ability to choose wisely management and organisation tools in order to meet the requirements and needs of a team possessing a variety of different technical skill levels
- Constantly monitor and report on progress of the project to all stakeholders
- Provide direction and positive support to project team and the client
- Always interested in learning and testing about new toolsets, methods and products
- Getting things done and bringing different approaches all stakeholders of a project/product together
- Strong analytical skills, very good knowledge about monitoring and analysis with a corresponding recommendation for action

“A project is like preparing a hike on top of a mountain: First we see the whole thing, then the route is planned. The en-route stops are the milestones that you, one by one leaves behind”

Personal Attributes:

- Personable, approachable, helpful – I would call myself as a “go to” member of the member for content queries and requests
- Getting things done
- Very good communication skills throughout the different shareholders of a project
- Problem solving, forward thinking and fearless when presented with a challenge
- Strong work ethic
- Analytical ability
- Display thought leadership
- Passion for good products, the music industry and technology
- Continuous learner