

Barbara Hallama (Certificated) Scrum Master

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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 Major labels, 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: **Scrum Master for Agile teams and organizations**

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. These experiences paired with my „never stop learning attitude“ I'm a perfect match to make digital transformation easy and tangible for all participants.

Within the last years, I developed myself to become a highly motivated Scrum Master, as this is the perfect role, where I can add all my skills into one role:
Agile Servant Leader

Professional Career:

July 18 – Jan. 19

MAYFLOWER, Berlin, Scrum Master

Servant Leadership for the team and company
Main client: mentor.duden.de

- Hands-on Scrum experience within a full working (remote) team up to 9 people
- Coaching and supporting the team and individual team members to maximize their autonomy, identify potentials, removing impediments
- Coaching the (external) Product Owner in techniques for effective product backlog management and implementing agile methods within the company
- Facilitate team- and company-wide meetings and retrospectives including preparing, moderation and post-processing for the agile process as well as the supporting agile organization
- Knowledge of lean and agile principles and experience to use them to help teams succeed and organizations to evolve
- OKR Champion – helping to implement OKR into the team/company
- A forward mindset towards concepts like management 3.0, Guilds, Teams and related agile concepts

March 18 – June 18

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, sprint-planning, prioritizing the backlog
- Elaboration of cost estimates
- Planning of resources
- 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 sprint-planning 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 into Python and 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

Sept. 10 – Feb. 12:

Saint Elmo's Interaction, Berlin, Project Management

Account Management, Consulting, Communication, Project Controlling, Management of Resources, Timing of Projects, Concept (Typo3 Websites, Social Media Campaigns, iPhone App)

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, Puppemastaz
- 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 (Agile MeetUps, 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:

- OKR Champion (2018 via Murakamy)
- Scrum Master Certificate PSM I (2018)
- Design Thinking Certificate (2017)
- Software Skills:
Agile project management and bug tracking software (Jira, Redmine, Trello, Confluence), various CMS, communication tools, basic knowledge in Photoshop,
- Languages:
German: native speaker,
English: highly proficient in spoken and written form

Personal Attributes:

- Agile person, always and forever. Inspect & Adapt – Sharing Means Caring
- Continuous learner
- Personable, approachable, helpful – I would call myself as a “go to” member of the member for content queries and requests
- Getting things done
- Strong communication skills throughout the different shareholders of a project
- Listener and observer
- Problem solving, forward thinking and fearless when presented with a challenge
- Strong work ethic
- Analytical ability
- Display thought leadership
- Passion for good products, technology andmusic.