

Profile

Mark Lambertz



Personal data

Birthdate	05.01.1971
Profession	Coaching, Consulting, Conception
IT experience since	1983, Apple II+

Motto

"Let's build a social brain by connecting needs, values, capabilities and expertise – and get it done."

Career history

06/2015 until today	Senior Agile Coach, Author, Speaker, www.organisation.io
04/2016 to 04/2018	Lectureship in corporate management (Lean Startup) and project management (from Waterfall, Prince2, Kanban to Scrum & Co.), MD.H Düsseldorf
1995- 2015	Co-Founder and Managing Director, anyMOTION GRAPHICS GmbH
1990-1995	Training as radio and television technician and various part-time jobs

Background

Expertise	Agile Coach, Agile Transformation, Organisation Design, Viable System Model, Scaled Agile, Customer Experience Design (incl. UX), Value Innovation Integration, Service Design, System und Design Thinking, Supervision, Team-Coaching, Complexity-Management
Specific industry knowledge	Software and IT, Automotive, Energy, Mechanical Engineering, Pharmaceuticals, Public Administration, Finance/Bank, Building Materials

Methods & Skills

Scrum, Kanban, Lean Startup, Scrum of Scrums, LeSS, Nexus, PI Planning, Business Model Canvas, Value Proposition Design, Effectuation, Decision Making Engineering, Jira, Wikis & Open Books, Performance Management & OKRs, Vision Circles, Working out Loud, Design Thinking, Moderation and Facilitation of Workshops (e.g. Open Space, World Cafe-, Fish Bowl-, Barcamp-Formats), Liberating Structures, Keynotes, Trend- und Inspiration-Sessions, Pitch-Presentations.

Lateral Leadership with a focus on new business development, building partnerships and maintaining the network.

Introduction of communication and process platforms to optimize the interfaces to the customer, evaluation of technologies and partners

Publications

"Freedom and Responsibility for Intelligent Organizations"

Introduction to Stafford Beer's Model for Viable Systems

March 2016

<http://intelligente-organisationen.de>

<http://intelligente-organisationen.de/blog>

"The Intelligent Organization"

March 2018

[Playbook for organizational complexity](#)

"Better Decisions With Red Teaming"

with Stephanie Borgert

Available autumn 2019

"Responsible Leadership in a Complex World"

with Prof. Timo Meynhardt and Prof. Peter Gomez

In this book I will present a self-developed reference framework, which is agnostic regarding agile tools, methods or practices.

Available autumn 2019

Languages	German, English (fluent)
Additional activities	Peter Drucker Society Europe, Member of the Bertalanffy Center for the Studies of Systems Sciences, ecmsr Digital Communication Group, a2 Salon - Acceleration of Technological Acceleration (founding member), Lions Club Düsseldorf-Oberkassel (President 2011/12 and President 2017/2018), Chair of Metaphorum (www.metaphorum.org)

Project experience (excerpt)

Projects since 2015, anonymized due to NDAs:

- DAX enterprise in the energy sector, agile coaching of the transformation team, introduction of a change pilot in the tax department with agile practices, implementation of train-the-trainer workshops, development of multi-project and capacity management with Jira.
- Cable TV and Internet provider, setting up a Scrum team to produce a "selling app" which is used at the POS. Integration of all stakeholders and users of the application to test an MVP in pilot stores within five sprints and to optimize it within two further sprints.
- Enterprise in the banking sector (Ex-Dax30), agile coaching of a CPO/Cluster Lead, as well as further "hierarchical" levels, development of an adapted scaling model, design and support of an agile IT cluster in the HR area (frontrunner in the bank), with 9 Scrum teams incl. support functions, 150 employees incl. synchronization with overall structure which is still working in "line mode". Conception and facilitation of various cultural workshops and change events. Introduction of OKRs.
In addition, a training concept for agile coaches was developed for the "digital headquarters", which is now being implemented after clearance of the workers council.
- Enterprise in the energy sector, agile coaching & co-conception of the overarching transformation programme, establishment and development of an agile pilot in the HR department (60 employees) - towards a new agile structure within the line organisation with a strong workers council. Introduction of new roles, meetings and technical tools for portfolio and task management.

- IT department of a German branch of an international bank, Viable System Model Design, strategic consulting (approx. 300 employees).
- Core value development of an aspiring fashion company (90 employees), introduction of a scaled agile structure (no blueprint!) for the next growth step.
- Dax 30 company, development of a Data Driven Business Model in the energy sector including Customer Experience Strategy.
- Startup consulting and conception "learning app", business model generation, value proposition, business coaching.
- Organizational development R&D department 40 MA for a hidden champion in electromechanics from Austria.
- Coaching system analytics and Organizational Development in the context of marketing & sales for a hidden champion in the field of telecommunication/VOIP which works already in an agile way.
- Agile, Viable System Model and customer centricity seminars for various management consultancies.

Highlight projects until 2015 (as founder and managing director of anyMOTION)

Project	citroen.de et. al.
Period	1998 to 2015
Client	CITROEN Germany GmbH
Position in project	Structure and organization of the account and project management, strategy and conception
Activity/focus	Stakeholder management, management and conception of various website relaunches of the main portal, development of new platforms (dealer websites with approx. 800 sub-portals), various blogs and shops, online campaigns for model launches (pre-lancement, product launch, after-sales campaigns), strategic consulting, digital brand development and management, national and international projects within the group.

Project DLR_next
Period 2008 to 2015
Client German Aerospace Center
Position in project Consulting & Conception
Activity/focus Strategic program conception, detailed concept editorial concept, comprehensive interactive concept, especially interactive specials (3D solar system, virtual A320, etc.)

Project galderma
Period 08/2009 until 2015
Client Galderma Germany GmbH
Position in project Consulting, Conception
Activity/focus Development of information campaigns (both OTC and RX products, therapeutic products advertising law), various online competitions, social media activities, development of sales apps (coordination of marketing and field service) incl. connection to ERP system

Further exemplary customers until 2015: Bayer, Coca Cola, E-Plus, Henkel, Lufthansa, Mercedes Benz, NOWEDA, Peugeot, Rockwool, Smart, Trimet Aluminium, Volkswagen, Volvo, Weber Stephen, and many more.

ContactMark Lambertz
<http://organisation.io>
<mailto:mark@marklambertz.de> - proudly presents
Twitter [@mkyschnitzel](https://twitter.com/mkyschnitzel)
+491575 8530031