



*Patrick Heller*

AGILE COACH ★ SCRUM MASTER ★ TEAM COACH

Author ~ Speaker



## Personal data

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## About me

**Organizational Change Expert ★ Consultant ★ Coach ★ Creates breathing space ★ Facilitates connection ★ Seeks the best next step, and encourages to take it**  
*APMG International Change Management Practitioner ● PSM II ● PSM I ● PAL I ● PAL-EBM ● PSPO I ● PSK I ● CSM ● SAFe Agilist*

As a self-employed Organizational Change Expert with more than fifteen years of Agile experience - and over twenty-five years in IT - I help organizations succeed with their change initiatives by combining profound experience and knowledge of IT, business, Agile, and psychology.

I provide consultancy, coaching, and hands-on practice for change initiatives in organizations large and small. I've provided these services to Agile teams, leadership teams, departments of hundreds of people in large corporates, all the way to full-fledged Agile Transformations of complete organizations.

At the larger organizations I've worked in teams of fellow Agilists to guide the transformation, and in smaller settings I've also worked solo to fulfill every aspect that is needed in major change trajectories.

## Leadership & Psychology

My profound knowledge of psychology helps me guide individuals and teams to improved delivery and cooperation. Awakening leadership qualities at all levels is part of the coaching, which includes coaching at C-level.

## Writer & Speaker

My books about psychology and leadership have been read throughout the world. You can find my articles on Medium, Substack, and in various magazines.

As a speaker about psychology and leadership, I've presented at various venues, like speaking at the Agile Online Summit, facilitating an evening about psychology at STONE, speaking at DAF Trucks, and facilitating an interactive session at the Business Psychology Society Maastricht.

## What people say about me

*"If you're looking for a coach with precision and perseverance, I highly recommend Patrick as a very capable and driven professional."*

*"Patrick knows how to transfer his enthusiasm and passion for Agile to the Scrum teams."*

**Specialties: Change Management, (Agile) Coaching, (Agile) Leadership, Scrum, SAFe, Spotify, DevOps, CI/CD, XP, Kanban, Lean, Psychology.**

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## Experience

### Heller Consultancy – Self-employed consultant

*Jun 2021 - Present · 3 yrs 7 mos*

Self-employed at Heller Consultancy since June 2021.



### ASML – Agile Coach

*Jun 2022 - Dec 2024 · 2 yrs 7 mos*

At ASML I guided the organization towards more agility as part of a group of Agile Coaches. I've coached 9 different Agile Release Trains, always multiple simultaneously. I also facilitated two Communities of Practice: of the Product Owners and of the Chief Product Owners.



### VidaXL – Scrum Master

*Jan 2022 - Jun 2022 · 6 mos*

At vidaXL - an international online retailer of products in categories like home & garden, furniture, and sporting goods - I was the Scrum Master of the three teams that belong to the Finance, Procurement & Sales domain.

I worked with the Scrum Masters of neighboring domains to optimize the cooperation. In regular meetings with the Agile Coaches and other Scrum Masters, I also contributed to spreading Agile knowledge in a broader sense (e.g. including psychology).



## NieuweStroom – Agile Coach



*Jun 2021 - Jun 2022 · 1 yr 1 mo*

At Nieuwe Stroom I coached the entire organization on their Agile Adventure. While setting up and guiding the newly formed Scrum teams, I also served and led the way as their Scrum Master.

## Essent – Scrum Master



*Jun 2020 - Jun 2021 · 1 yr 1 mo*

Back at Essent! This time, I was the Scrum Master of two teams in Den Bosch, the Gladiators and the Transformers. Cooperating closely with the RTE and other Scrum Masters, I coached my teams on their way towards DevOps in this SAFe environment. Because of COVID-19, the teams were working from home and scattered a bit - most team members were in the Netherlands (in different cities), but some were in India. Also, primarily online onboarding was quite a different experience from the usual!

## Adaptif – Agile Coach & Scrum Master



*Jun 2018 - Jun 2021 · 3 yrs 1 mo*

At Adaptif, I had the lead in developing the signature way of working, the broad knowledge base, and the communication with the outside world.

## CBS (Centraal Bureau voor de Statistiek) – Agile Coach



*Mar 2019 - May 2020 · 1 yr 3 mos*

At the CBS, Statistics Netherlands, I coached the CBS organization at all levels, from higher management to scrum teams, on their path towards more organizational agility. This included Scrum Masters, Product Owners, Business Owners, Scrum Teams, program management, line management, etc. - basically the entire environment.

I also specifically coached the SAFe Phoenix program and its DevOps teams to improve their agile way of working.

Next to that, I actively introduced Agile Business Cases - based on Beyond Budgeting.

I also did workshops and knowledge sessions to lift the general (Agile) knowledge level at the CBS. An interesting session was an interactive presentation in the field of Psychology and Agile Work at a Guild Day of the CBS in 2019.

## NS (Nederlandse Spoorwegen) – Agile Coach & Scrum Master



*Jun 2018 - Jul 2019 · 1 yr 2 mos*

I had a multi-faceted job at the Dutch Railways. I coached two line management teams, at different levels within the hierarchy of the organization, and I was Scrum Master of one DevOps team, involved in the online route planner of the NS.

I also coached a program management team and the mobile strategy program. With the management teams, I helped shape their Obeya Rooms.

Next to that, on my own initiative, I introduced Agile team metrics, including live dashboards, which were - with the help of the other Scrum Masters, Agile Coaches, and the dashboard team - distributed far throughout the NS organization, far beyond the department.

Moreover, I also introduced the bi-weekly Coffee Break sessions for the entire department (and beyond), to provide a platform for management and teams to connect directly.

I was also presenter and facilitator of a major quarterly event - called Awesome - several times, for instance using Liberating Structures.

## BDO International (Accountants & Advisors) – Agile Coach & Scrum Master



*Jul 2015 - May 2018 · 2 yrs 11 mos*

As Agile Coach at BDO Global IT, I coached several internationally co-located DevOps teams as well as the operational management and higher management, even up to the CEOs of BDO (former and current).

Even for a big global player in the more traditional sphere of auditing, accounting, and advisory, it is important these days to be able to respond quickly to changes - either in the market or in technology. The customers of BDO expect no less.

When I started out, there were only a few teams in Eindhoven, the BDO Global IT HQ, but the department grew fast, and so did the number of teams. Especially when BDO made a strategic alliance with Microsoft, the number of international teams exploded, and so did my job. At the end I was Scrum Master of one team, and I coached the other teams and their Scrum Masters and Product Owners, amongst others.

I introduced the concept of guilds to BDO, for sharing knowledge and experience, and I introduced the bi-weekly Coffee Break session - every time on a different topic. These Coffee Breaks were filmed and then distributed throughout the BDO Global IT world. You can find an example below.

Around this time, I did a course on Executive Coaching at the University of Cambridge to be able to coach the (higher) management even better. My interest in psychology was then triggered...

Also in this period, I joined the Workgroup Agile Leadership of the Agile Consortium.

## ExtraViewManagement – Agile Coach & Scrum Master

*Sep 2014 - May 2018 · 3 yrs 9 mos*

Agile Coach / Scrum Master at ExtraViewManagement, the ICT company that reaches beyond just ICT solutions.

Through EVM, I was subcontracted to first Essent, and later to BDO.

## Essent – Scrum Master



*Oct 2014 - Jun 2015 · 9 mos*

PowerHouse (part of Essent, which in turn is part of RWE) had fourteen development teams working on a B2B program. While eleven of the teams resided in Almere, three teams resided in Den Bosch. I was Scrum Master of the latter teams, working closely together with the Agile Coach and fellow Scrum Masters to implement the Scrum way of working.

During this period, I took it upon me to up the level of CI/CD of the teams. In the end, they had working automated build streets, and they had fully embraced automated testing.

I also introduced one-on-one conversations with all team members to work on the human side of teamwork. This led to a stable, productive, and positive atmosphere.

Near the end, I coached two freshly new Scrum Masters with their new jobs. For one of them, I also became the mentor for his management course. He is now a successful Scrum Master and fellow member of the Scrum Guild Eindhoven.

## SyncForce – Agile Coach & Scrum Master, Project Manager, Team Leader, Full-stack Senior Developer



*7 yrs 10 mos*

### Agile Coach & Scrum Master

*Aug 2009 - Aug 2014 · 5 yrs 1 mo*

Certified Scrum Master of three teams: the R&D team, the Operations team and the Support team at SyncForce. I introduced the Agile Way of Working at SyncForce. Before my introduction of Scrum, we did half-yearly Big Bang releases, with all the nervousness, stress, and tumult surrounding such risky endeavors. After a few months of Sprinting, we were on a steady schedule of bi-weekly releases of the entire online platform to tens of thousands of users worldwide. We kept this up for years on end, and as far as I know, it is still continuing, long after I'm gone.

### Project Manager

*Jan 2012 - Jul 2014 · 2 yrs 7 mos*

As a Project Manager, coordinated customer projects on a daily basis. Defined projects, wrote proposals, maintained customer contact, coordinated project progress and communication, coordinated invoicing and coordinated post-project service. Handling customer projects besides being Team Leader / Coordinator and Scrum Master requires precise time management, self-discipline, and some serious stress immunity.

## Team Leader

*Jan 2011 to Jul 2014 · 3 yrs 7 mos*

As a Team leader / Coordinator at SyncForce, the main job was to "make things run smoothly".

Being both Scrum Master and Team Leader gave the opportunity to get projects in tune with each other, thus creating happier customers sooner while reducing costs at the same time.

## Full-stack Senior Developer

*Nov 2006 to Dec 2012 · 6 yrs 2 mos*

Developing the cloud based SyncForce platform, built with ASP.NET (C#), Javascript, CSS, SQLServer, etc.

## Detacheren DotNet / Business & Internet Services –

### Full-stack Senior Developer

*2000 - 2006 · 6 yrs*

Worked on a lot of different projects as a contractor, in-house and mostly out in the field.

Companies I worked at include ICL Fujitsu, Denim Air, LambWestonMeijer, BIS Industrial Services Nederland, Huntsman Oil, Ovimo Plastics, Collexis and Falkplan-Andes.

Projects included working with ASP Classic, PHP, ASP.NET (C# & VB), HTML, CSS, Javascript, SQL Server, Progress, Firebird, Oracle (SQL & Forms), MS Access, MS Excel.

## ATIM International B.V. – Junior Developer

*1999 - 2000 · 1 yr*

Learned to work with Oracle Databases and Oracle Forms.

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## Extras

### Taekwondo Eindhoven – Chairman

*Aug 2008 - Dec 2020 · 12 yrs 5 mos*

Taekwondo Eindhoven is the largest Dutch non-commercial taekwondo club, and it is entirely run by volunteers, yet it has a very professional state of mind.

The club has a strong organization with ten certified trainers (no other club in the Netherlands, not even professional clubs, have that many certified trainers), and a very capable board.

Taekwondo Eindhoven has produced a lot of national and international champions, and the future looks bright because of the promising talent.

I am truly proud to have been chairman of Taekwondo Eindhoven.



## Heller Productions – Owner

*Jun 2008 - May 2018 · 10 yrs*

Web developer, designer, copywriter, owner, marketing manager, salesperson, administrator, all in a day's work.

At Heller Productions I created full-featured beautifully designed websites that can be maintained by the customer with an easy-to-use content management system.

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## Licences & Certifications

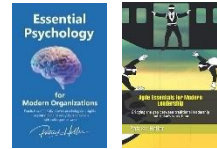
- **Change Management Practitioner** – APMG International
  - **Change Management Foundation** – APMG International
  - **PSM II** (Professional Scrum Master II) – Scrum.org
  - **PSM I** (Professional Scrum Master I) – Scrum.org
  - **PSPO I** (Professional Product Owner I) – Scrum.org
  - **PAL I** (Professional Agile Leadership I) – Scrum.org
  - **PAL-EBM** (PAL – Evidence-Based Management) – Scrum.org
  - **PSK I** (Professional Scrum with Kanban I) – Scrum.org
  - **CSM** (Certified Scrum Master) – Scrum Alliance
  - **Certified SAFe Agilist** – Scaled Agile Framework
  - **Agile Expert** – Prowareness
  - **Lean Management Fundamentals** – Starweaver
  - **Executive Coaching** – University of Cambridge
  - **Psychology at Work** – University of Cambridge
  - **Introduction to Psychology** – Yale University
  - **Introduction to Self-Determination Theory** – University of Rochester
  - **Removing Barriers to Change** – University of Pennsylvania
  - **Positive Psychology** – University of Pennsylvania
  - **Introduction to Psychology** – University of Toronto
  - **Moralities of Everyday Life** – Yale University
  - **Cognitive Behavioral Therapy for Therapists & Coaches** – Udemy
  - **Introduction to Philosophy** – University of Edinburgh
  - **Taekwondo Trainer Level III** – NOC\*NSF
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## Education

- **Marketing Management** – Fontys University of Applied Sciences
  - **VWO Atheneum B** – Lorentz Casimir Lyceum Eindhoven
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## Publications



- **Essential Psychology for Modern Organizations** – Book
    - *Practical scientifically proven psychological insights into your mind and everyday interactions with colleagues at work*
    - <https://www.amazon.com/Essential-Psychology-Modern-Organizations-scientifically/dp/B08NP12D77/>
  - **Agile Essentials for Modern Leadership** – Book
    - *Bridging the gap between traditional leadership and today's work floor*
    - <https://www.amazon.com/Agile-Essentials-Modern-Leadership-traditional/dp/B08KQ61L2T/>
  - Articles in magazines like CoachLink Magazine
  - Articles online on Medium: <https://patrickheller.medium.com/>
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## Videos

Several videos of lives conferences and presentations can be found on my YouTube channel: <https://www.youtube.com/@patrickhellerbizz>

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## Speaking events

As a speaker, I've presented at various venues:

- Agile Online Summit
  - STONE
  - DAF Trucks
  - Business Psychology Society Maastricht
  - And many presentations when on the job, like e.g. at the CBS.
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**Please note that my LinkedIn page is always the most up-to-date:**  
<https://www.linkedin.com/in/patrickheller/>

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