



Martina Großmann

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EXPERTISE

The combination of knowledge about the technical conditions of projects and a marketing oriented perception enables:

- projects which are integrated optimally in an organization
- motivated and und efficient project teams
- guaranteed user acceptance at an early project stage

More than 16 years experience in planning and implementation of IT projects

Expert for portal and content management projects

Way of work: result and customer oriented, integrative, flexible, creative

SKILLS

Project management – traditional and agile

Requirements engineering and change management

Project marketing and communication concepts

Information management (portals, content und knowledge management)

Coaching and training

INDUSTRIES

Aerospace

Utilities, gas and oil

Finance and insurance

IT service

Media

Branded goods

Public domain

EDUCATION

Media designer for digital and print media

Studies of marketing and communication

Certified Project Manager (GPM, Level D)

Certified Scrum Product Owner (Scrum Alliance)

Data protection officer GDPR (TÜV Nord)

PUBLIKATIONS

“Enterprise portals – basics, architectures, technologies”

Reference book published from Springer, Heidelberg

Several articles in specialized magazines

LANGUAGES

English

French

YEAR OF BIRTH

1977

REFERENCES (SELECTION)

Gap analysis und project communication for the rollout of a collaboration platform for an international aerospace company

- Interviews and workshops to evaluate the “As is” and “To be” situation in collaboration with external partners
- Gap analysis for existing / available IT solutions
- Definition and execution of communication measures to support the project activities and ensure the necessary user acceptance

Marketing und training concepts for the rollout of a global portal platform for an aviation company

- Across the group marketing to support the platform’s rollout
- Capture and prioritization of user requirements
- Specification and setup of an eLearning environment for international users

Product Owner for the specification and implementation of a money transfer platform for a French bank group

- Project management
- Functional specification of the platform’s interface
- Definition of a DSL (Domain Specific Language) as basis for a model-driven software development
- Coordination of distributed teams

Turn around management of an intranet project for an international electricity company

- Conception and implementation of test methods
- Contact person for operations and IT departments
- Requirements engineering
- Planning of next project steps

Project management for a telco to optimize the processes in the customer support organization

- Evaluate and capture functional requirements
- Specify the process in the 1st, 2nd and 3rd level customer support “As is” / “To be”
- Iterative project planning with early and continuous integration of key users
- Prototyping
- Implement tools and helpers for the daily business in customer support

Scrum Master for the development of an system to monitor airplane layovers

- Review of the requirements catalogue
- Execution of workshops with key users and project stakeholders
- Coordination of the development team
- Implementation of agile project processes
- Product Owner coaching

Management of the rollout of an document management system for an upstream company

- Requirements capture from the business
- Functional specification
- Definition and implementation of document management guidelines
- System rollout in the international branches
- Project communication and marketing

New corporate identity for an IT consulting company

- Project specification and planning
- Development of a mission & vision statement in cooperation with an advertising agency
- Claim development
- Definition of corporate values
- (Re-)launch of several communication channels

EXERCISES

- Project management ★★★★★
- Goal alignment and definition ★★★★★
- Requirements engineering ★★★★★
- (Functional) specification ★★★★★
- Project marketing ★★★★★
- Stakeholder Management ★★★★★
- Software selection ★★★
- Training concepts ★★★★★
- User acceptance tests ★★★★★
- Visualization ★★★★★
- Documentation ★★★★★
- Moderation ★★★★★
- Sprint planning ★★★★★
- Release planning ★★★★★
- Storyboard ★★★★★
- Product Owner (Scrum) ★★★★★
- Scrum Master ★★★★★
- Business process optimization ★★★★★

SKILLS

- Traditional project management methods ★★★★★
- Agile project management methods ★★★★★
- Change Management ★★★★★
- Turn Around Management ★★★★★
- Communication consulting ★★★★★
- Marketing ★★★★★
- Branding ★★★★★
- Presentation techniques ★★★★★
- Creativity techniques ★★★★★
- Strategy consulting ★★★★★
- Business process management ★★★★★
- Organizational development ★★★★★
- Software usability ★★★★★
- Software selection ★★★★★
- Information / Knowledge Management ★★★★★

- Team building



TECHNOLOGIES

- Web 2.0
- Portals
- SharePoint 2010
- Document Management
- Content Management
- HTML
- MS Office
- MS Project
- Data bases / SQL
- SAP R/3
- Business modeling
- Graphic tools (Photoshop, Illustrator, ...)

