Hatim LAARABI

Agile Coach

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After many years of leading IT projects as a Project Manager, I have helped since 2019 teams within companies such as Bolloré Transports & Logistics, LVMH and Edenred successfully accomplish their Agile Transformation. The results I usually get for my clients are an increase of performance, effectiveness, efficiency and predictability, an increase of user satisfaction and a decrease in operational costs and risks.

PROFESSIONAL SKILLS :

Agile, Scrum, XP, Lean, Kanban, Product Management, UI / UX, Empirical Planning & Forecasting

SOFTWARE & TOOLS :

Jira, Atlassian Confluence, Microsoft Azure VSTS, Miro, Office 365, Trello, Balsamiq

OVERVIEW OF EXPERIENCES

Agile Coach — OCTOBER 2019 TO TODAY (3 YEARS 11 MONTHS)

Edenred — SEPTEMBER 2022 TO TODAY (1 YEAR 1 MONTHS)

LVMH — NOVEMBER 2021 TO SEPTEMBER 2022 (10 MONTHS)

Bolloré Transports & Logistics — OCTOBER 2019 TO NOVEMBER 2021 (2 YEARS)

IT Project Manager — SEPTEMBER 2016 TO SEPTEMBER 2019 (3 YEARS)

Groupe Pierre & Vacances Center Parcs — OCTOBER 2017 TO SEPTEMBER 2019 (2 YEARS)

Société Générale Assurances — SEPTEMBER 2016 TO SEPTEMBER 2017 (1 YEAR)

TRAINING & CERTIFICATIONS

Professional Scrum Product Owner I (PSPO I) — Scrum.org (MAY 2020)

Information Systems Engineer —ESIPE-Créteil (SEPTEMBER 2014 TO AUGUST 2019)

TOEIC (Score 955/990) — ETS Global (APRIL 2018)

LANGUAGES :

French (MOTHER TONGUE), **English** (BILINGUAL — TOEIC : 955)

Edenred

Agile Coach

SEPTEMBER 2022 TO TODAY (1 YEAR)

Context:

Integration of a twelve-member development team, mainly remote, into a SAFe program of more than 100 members to contribute to the complete redesign of Edenred's customer experience and journey.

Mission:

- Apply the Scrum framework at the team's scale
- Integrate the team into the program's Release Train and SAFe ways of working
- Increase the effectiveness of the shaping and the refinement of the Epics and User Stories by crafting and enforcing a Definition of Ready (DoR) and Definition of Done (DoD)
- Increase the team's predictability
- Enable continuous improvements

Achievements:

- Predictability goal of having at least one sprint ready in advance is reached
- Team is fully integrated into the Release Train and SAFe ways of working
- Team does Scrum
- DoD & DoR are enforced

LVMH

Agile Coach

NOVEMBER 2021 TO SEPTEMBER 2022 (10 MONTHS)

Context:

Initiation of an Agile Transformation (Scrum and Kanban) at scale of two SalesForce development teams (14 developers) working on the creation, deployment and maintenance of several eCommerce sites for companies belonging to the Moët Hennessy holding company.

Mission:

- Improve the autonomy of teams in Full Remote, their productivity and their predictability
- Improve the quality of delivered products
- Increase the frequency of deliveries, reduce the feedback cycle
- Facilitate continuous improvement and include it in the team culture

Achievements:

- Increase in customer satisfaction (from 3.8/5 to 4.01/5 in one semester)
- 3 new eCommerce sites successfully deployed
- Decrease in Time2Market (22 days on average)
- Reduction of Time2Restore (less than 24 hours on average)
- Increase in the frequency of code deliveries (deployment in Production at least every 2 weeks, several times a week in integration and acceptance environments)
- Improved quality (in one quarter the trend of the backlog of defects went from increasing to decreasing)
- Reduced time spent on estimates and improved accuracy (Story Points estimates and Velocity tracking)

Bolloré Transport & Logistics

Scrum Master

OCTOBER 2019 TO NOVEMBER 2021 (2 YEARS)

Context:

Development of a new Web Front-Office logistics management platform aimed at becoming a premium version of the Legacy platform. Target market: more than 5,000 international clients, including major CAC 40 and Dow Jones groups. Scrum Team: Scrum Master, Product Owner and 2 developers in France, 7 developers in Vietnam.

Mission:

- Support team members in self-management and multidisciplinarity
- Help the Scrum Team focus on creating high value Increments that meet the Definition of Done
- Ensure that there are no obstacles that could hinder the progress of the Scrum Team
- Facilitate workshops to collect business needs and consolidate functional expectations
- Ensure that all Scrum events take place and are efficient, productive and on time
- Help the Product Owner to effectively define the Product Goal and effectively manage the Product Backlog
- Make the Scrum Team aware of the need to fully understand the need to have clear and concise Product Backlog elements
- Encourage the application of empirical product planning in a complex environment
- Facilitate stakeholder collaboration, as requested or needed
- Contribute to removing obstacles that may arise between stakeholders and the development team

Achievements:

- User journey of the functional booking module designed, developed and successfully deployed in a large customer account
- Implementation of Agile governance limiting the impact of risks, improving product transparency, and streamlining collaboration between stakeholders, developers in France and remote developers in Vietnam

Groupe Pierre & Vacances Center Parcs

IT Project Manager

OCTOBER 2017 TO SEPTEMBER 2019 (2 YEARS)

Context:

Deployment of Quality Monitoring via MyQM and Purecloud in the multichannel technologies of the group's call centers in France and abroad.

Mission:

- Ensure project management over the entire V-cycle
- Gather and analyze business requirements
- Coordinate all stakeholders
- Manage project schedules and roadmap
- Establish and monitor budgets
- Write functional and technical specifications
- Manage the tests and the acceptance (test notebook and acceptance report)
- Guarantee the integration and performance of the tools
- Maintain the evolution backlog
- Lead deployments and support change
- Produce KPI and ROI reporting

Achievements:

- MyQM and Purecloud deployed across all group contact centers
- Increased efficiency of the quality control team
- New opportunities to improve call center performance in customer relationship management identified
- Reliable indicators identified to establish an agent coaching strategy
- Increased agent conversion rate by 5% and group turnover

Société Générale Assurances

IT Project Manager

SEPTEMBER 2016 TO SEPTEMBER 2017 (1 YEAR)

Context:

Migration of the entire company and employees to Sciforma 5 for the administration and management of group projects from Sciforma 4.

Mission:

- Ensure the migration to the new version of the project administration tool
- Coordinate all stakeholders
- Manage project schedules and roadmap
- Guarantee the sustainability of the data
- Write functional and technical specifications
- Manage the tests and the acceptance (test notebook and acceptance report)
- Guarantee the integration and performance of the tool
- Provide training and communication around the project
- Lead deployments and support change
- Produce KPI and ROI reporting

Achievements:

- Successful migration to Sciforma 5 without loss of data and without significant service interruption
- Training provided for all of the company's project managers