



Scaled Agile Transformation Coach/Consultant

(Abridged resume – shows experience since 2010 only)

More than twenty five years' experience in lean agile coaching, project, program and portfolio management, as well as extensive hands-on technical experience as an IT technology consultant. Has maintained a consistently high skill level by means of on-going practical (hands-on) experience, in addition to achieving and maintaining key certifications. Consults organizations (within a wide range of industries) regarding the effective realization of agile transformation by facilitating an agile mindset within an organization and its staff. Coaches/mentors resources (across all levels/roles) regarding the lean agile delivery of value, regardless of solution type (technical or non-technical). Facilitates the identification and realization of development and operational value streams. Industries serviced to-date include: aviation, realty, direct marketing, retail, health care/fitness/insurance, property & casualty insurance, power management/marketing, interactive media/marketing, dotcoms, banking, legal/litigation, local and state government, federal government (DOD) contractors, engineering, medical, utilities, retirement facilities, traffic management and pharmaceuticals.

Abridged

Primary Consulting Services Currently Provided

- Organizational and team Agile Coaching/Mentoring
- Agile transformations
- Identification and realization of development and operational value streams
- Facilitates SAFe events/workshops, including Program Increments (PIs)
- Lean Portfolio Management Guidance

Formal Education and Certification

- 3-year Technical Diploma in Flight Instrumentation and Control Systems ([Atlas Aircraft / Denel](#)). **Acknowledged by the US INS as equivalent to a 3-year Bachelor degree.**
- Project Management Professional - PMP ([PMI](#))
- Microsoft Certified Technology Specialist (MCTS) - Microsoft Project 2010, Managing Projects
- Certified Scrum Master ([Agile University](#) / [Scrum Alliance](#))
- Certified Master in 'IS/IT Project Management' ([Villanova University](#))
- Sun Certified Java Programmer ([Sun Microsystems](#))
- Certifications in OOAD/UML ([SmartForce/CBT](#))
- Informix Certification (Aztec Co.)
- Automatic Flight Control Systems License ([SACAA](#))
- Private Pilot License with Night & Aerobatic ratings ([SAAF Defense Flying Club](#))
- Certified Identity Theft Risk Management Specialist – CITRMS
- SPC5.x Program Consultant ([SAFe](#))

Certified SAFe Trainer

Certified to provide the following SAFe training:

- Leading SAFe 5.x with SA certification
- SAFe 5.x for Teams with SP certification
- SAFe 5.x PM/PO with PMPO certification
- SAFe 5.x Scrum Master with SSM certification
- SAFe 5.x Advanced Scrum Master with SASM certification
- SAFe 5.x Product Owner Orientation
- SAFe 5.x Scrum Master Orientation

Publications Authored (whitepapers, videos, etc.)

- Producer and presenter of the brief training video [Scrum at 30,000 feet](#)
- Author of the white paper [Achieving Sufficient ANSI/EIA-748 \(EVMS\) Standard Compliance](#)
- Numerous 'micro' (context-specific) user training videos, created using Camtasia Studio, including Microsoft Project User Guide, Atlassian Jira & Confluence, Easy Agile Programs for Jira, etc.

Professional Associations (past & present)

- Project Management Institute ([PMI](#))
- Institute of Management Consultants USA (IMC)
- [SAFe Academy](#)
- Toastmasters International
- Chester County Toastmasters (2011 Treasurer)

Types of Opportunities Managed

Software/system development (±50%), Infrastructure (±40%), Facilities (±10%).

Industries/End-clients Serviced

- Health Care/Fitness/Insurance: Independence Blue Cross (IBC), American Board of Ophthalmology, Caring Hospice, Trustmark/Health Fitness, Blue Cross Blue Shield NC
- Pharmaceutical: Merck
- Property and Casualty Insurance: Nationwide Insurance
- State Government:
- Local Government: City of Philadelphia – Major's Office of Information Systems (MOIS).
- Federal/DOD Contractors: NMR Consulting.
- Power Management & Marketing: PJM Interconnection
- Litigation Management: Corporation Services Company
- Interactive Media/Video-on-Demand/Marketing: Comcast Interactive, Comcast Spotlight, Annodyne, Valuable Group.

Abridged

Commonwealth of Pennsylvania - Department of General Services (DGS), Bureau of Procurement (BOP) and Integrated Enterprise System (IES).

• Retirement Facilities: Masonic Villages

• Traffic/Vehicle Management: Traffic Wizard, Prklt

• Graphics Design: ABC Graphics

• Computer Peripherals/Appliances: Kyocera

• DotComs: Comcast, Trustmark/Health Fitness, etc.

• Banking: Deutche Bank

3rd-party Vendors Managed

A sample of 3rd-party Vendors managed includes (but is not limited to): Siemens, Progress Software, British Telecom (BT), Kling Stubbins, Communications Advisory Service (CAS), Microsoft, Salesforce, Appirio, Accenture, Aspera, Billhighway, IBM and SAP, etc.

Methodologies Practiced

Scaled Agile Framework (SAFe®), Lean Agile, PMBOK (PMI), Standard for Portfolio Management (PMI), Standard for Program Management (PMI), RUP, ITIL, ANSI/EIA-748 Standard.

>>> End of resume summary <<<

APPENDIX A:

High-level, chronological view of employers.

APPENDIX B:

Detailed, chronological view of consulting services provided to specific end-clients since 2008.

APPENDIX A

This section provides a high-level, chronological view of employers.

Employers

- **Robust Web Services, Inc.**

(PA/NC) – Agile Management, Administration & Technology Specialists
Co-owned by George Loudon - incorporated in September 2002.

Sep 2002 – present

- **Roles:** President (fulltime employee); Senior Lean/Agile/SAFe Change Agent, Agile Coach, Scrum Master; Project/Program/Portfolio Manager; Mobile App. Architect/Developer, Consultant.

○

- **Responsibilities:**

- President.
- Senior Agile Coach.
- Technology Consultant.

Refer [Appendix B](#) for additional consulting services provided while employed by Robust Web Services.

- **Locations:**

Roles and responsibilities have been performed in the following locations:

Remote (from home-office) and onsite consulting services have been performed for end-clients located at: Annapolis (MD), Fairfield (NJ), NYC (NY), Blue Bell (PA), Philadelphia (PA), Wilmington (DE), Harrisburg (PA), Washington (DC), Columbus (OH), Omaha (NE), Chicago (IL), northern NJ, North Carolina (NC) and various international locations.

APPENDIX B

This section chronologically highlights detailed consulting work/services provided to specific end-clients since 2010. Contact George Loudon for his experience prior to 2010.

- **BeLeanAgileAndSafe** – (International) Lean/Agile/Safe Transformation Specialists
Chief Agilist (SPC), Trainer/Coach & Mentor

Jan 2017 – present

- Provide consulting and training services to enable organizations to realize effective transition to the value stream-based Safe approach to delivering quality products/services to customers in a highly responsive manner.
- Produces various Agile guidance/training videos.
- Customizing Visual Studio Team Services (VSTS) for alignment with SAFe.
- Providing customized online coaching/mentoring, including the effective adoption of DevOps.
- Facilitating/implementing effective cross-domain knowledge management using Confluence, SharePoint (Wiki, workflows and dashboard) and mind-mapping.
- Providing coaching regarding Test-Driven Development (TDD), Behavior-driven Development (BDD) and Domain-Driven Design (DDD).
- **Proximity:** Remote and onsite.
- **Tools/Techniques/Environments used (but not limited to):** Licensed Scaled Agile Framework training materials, Scrum, , TDD, BDD, DDD, SpecFlow, MSTest, NUnit, FreePlane, iMindMap, TheBrain, Office 365, Visio 2016, Teamview, WordPress, NinjaForms, Beaver Builder PRO, SEO, SEM, Yoast SEO, Skype, Skype for Business, Jira/Confluence, Google

- **Blue Cross Blue Shield North Carolina** Dec 2019 – Dec 2020
Agile Coach (Onsite and remote)
 - Provides enterprise and team Agile coaching; Lead the Agile Coaching Circle; Authored Agile guidance materials; Produced various Agile guidance/training videos; facilitated the Identification of Value Streams; Provided SAFe guidance.
 - **Proximity:** Onsite and remote in NC.
 - **Tools/Techniques/Environments used (but not limited to):** Visio, Draw.io, Jira, Confluence, Planview, Skype for Business, Zoom, Microsoft Teams, Lucidchart, Camtasia.

- **Deutsche Bank** May 2019 – Dec 2019
SAFe Agile Coach and RTE.
 - Provided SAFe coaching at the enterprise (regarding Value Streams, etc.) and team levels in an Electronic Content Management environment.
 - Performed the roles of RTE, Scrum Master and Project Manager (as/when needed).
 - Coached the identification and realization of Development and Operational Value Streams.
 - Scheduled and facilitated Program Increment (PI) planning and retrospective events/workshops.
 - **Proximity:** Onsite in NC.
 - **Tools/Techniques/Environments used (but not limited to):** Jira Portfolio, Confluence, Clarity, ServiceNow, SharePoint, IBM FileNet/CMOD/Datacap/eDiscovery.

- **Traffic Wizard** – (International) Traffic/Vehicle Management Aug 2014 – Dec 2017
Chief Architect/Developer, Agile Coach and Scrum Master
 - Executing remote Agile Coach/scrum master/project management, including the authoring of user stories and test cases.
 - Facilitating continuous integration and delivery (DevOps).
 - Providing coaching regarding Test-Driven Development (TDD), Behavior-driven Development (BDD).
 - **Proximity:** Remote.
 - **Tools/Techniques/Environments used (but not limited to):** Agile Scrum, Microsoft Team Foundation Server (TFS) and Visual Studio Team Services (VSTS), Visual Studio App Center, GitHub, SharePoint, FreePlane, iMindMap, Google Adwords, SEO, SEM, Google Analytics, TheBrain, Office 365, TDD, BDD, SpecFlow, MSTest, NUnit, Visio 2016, Visual Studio 2017, WordPress, Google Drive, Teamview, DigiCert.com, Skype, Skype for Business, Microsoft Teams, Jira/Confluence, Azure Functions, Serverless Architecture, Microsoft Threat Modelling Tool, Azure Cosmos DB (DocumentDB API, Table API and Gremlin/Graph API), MVVM, Azure Storage/Blob storage, AirSquirrels Reflector, GIS.

- **Comcast Spotlight** – (PA) - Interactive Media & Advertising Jun 2016 – May 2017
Senior Lean/Agile Change-Agent, Agile Coach, Scrum Master & Technical Project Management Consultant
 - Transforming an existing, inefficient, silo-based project environment into an effective, cadence, synchronized, value-based and collaborative Lean/Agile/Scrum environment.
 - Supporting a program of four resulting projects (related software products/services), as Agile Change-Agent, Program Manager, Agile Coach, Scrum Master and Mentor.
 - Designing and deploying custom JIRA workflows, including customized Sprint Boards.
 - Providing informal training/mentorship to team members and stakeholders (including managers/executives).
 - Authoring Agile process documentation to enable the rapid onboarding of various team roles as needed and to communicate lean agile best practices (playbooks) to teams and stakeholders.
 - Providing coaching regarding Test-Driven Development (TDD), Behavior-driven Development (BDD).
 - **Proximity:** Onsite.
 - **Tools/Techniques/Environments used (but not limited to):** Video On Demand, TDD, BDD, SpecFlow, MSTest, NUnit, Streaming Media, Lean Agile, Scrum, SAFe, SharePoint, FreePlane, iMindMap, TheBrain, Visio 2016, Jira/Confluence, SQL Server 2016, VMware, Nagios, Solarwinds.

- **Masonic Villages/Grand Lodge** – Retirement/Medical Facilities Jul 2015 – Apr 2016
Senior Program Manager, Agile Coach & Scrum Master
 - Leading Traditional-to-Agile/Scrum Project Migration and Microsoft Project Online/PRO Workshops (training events – onsite and GoToMeeting).
 - Contracted to facilitate the establishment of a PMO, including standards, policies/procedures and enabling the identification (and maintenance) of business drivers for portfolio analysis (project prioritization, etc.).
 - **Proximity:** Remote.
 - **Tools/Techniques/Environments used (but not limited to):** Agile Scrum, Microsoft Project Online, Office 365, SharePoint Online, FreePlane, iMindMap, TheBrain, Office 365, Visio 2013, Salesforce, BillHighway, Smartsheet, Google Drive, Teamview, SharePoint Designer, InfoPath, Camtasia Studio, Snagit, Jira/Confluence.

- **Trustmark/Health Fitness** – Health Fitness Jan 2014 – May 2014
Agile Coach/Scrum Master/Project Manager
 - Executed remote Agile Coach/scrum master/project management of a data warehouse-focused scrum team, involved in a Cloud-based (Azure) health fitness-related product (system), using the Kentico content management system (CMS). The scale of this opportunity required the involvement of 9 scrum teams, totaling 85+ team members (spread throughout the U.S.A).
 - In addition to typical scrum master/project management responsibilities, also created TFS queries, authored user stories and mentored the scrum team regarding data warehouse-specific agile techniques. Sprint planning, demo and retrospective meetings were held on site in Omaha, NE and Chicago IL.
 - **Proximity:** Remote with Sprint planning, demo and retrospective meetings held on site in Omaha (NE) and Lake Forest, Chicago (IL).
 - **Tools/Techniques/Environments used (but not limited to):** Agile Scrum, Microsoft Team Foundation Server (TFS), Microsoft Project Server, SharePoint, Daptiv, Microsoft Azure, FreePlane, iMindMap, TheBrain, Office 365, Visio 2013, Adobe PDF Forms, Visual Studio.

